DOWN AND OUT IN BEVERLY HILLS

HANNAH AND HER SISTERS

MAD IND ®

GARBAGE PAIL ISSUE

No. 265 Sept. 1986

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NAUSEATING NEUMAN

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THE KNOCKOUT MAD...DON'T LEAVE LARRY HOLMES WITHOUT IT!

NUMBER 265 SEPTEMBER 1986

MAD

"Only in America could a letter that offers a prize of two million dollars be regarded as junk mail!" —Alfred E. Neuman

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GLORIA ORLANDO, M.C. GAINES, TINA HOLLOWAY *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: RICHARD WILLIAMS BACK COVER ARTISTS: WILL ELDER & HARVEY KURTZMAN

FRONT AND BACK COVER IDEAS BY THE EDITORS

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VITAL FEATURES

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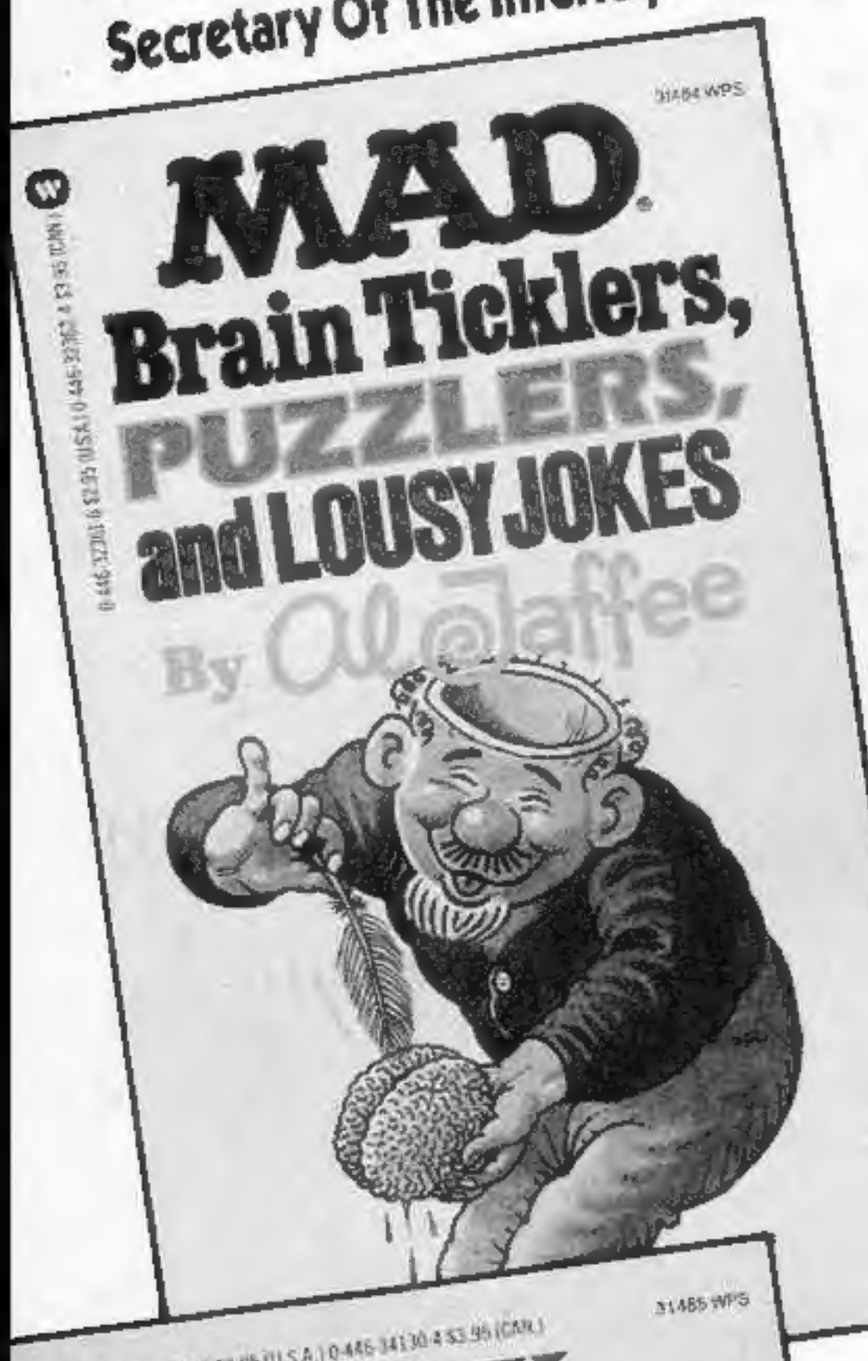
MAD SETS A NEW DOUBLE *SUB*STANDARD!

First, this all new book from our Secretary Of The Inferior, Al Jaffee...



Then, MAD scales to new depths in this anthology... On sale *exclusively* at a mediocre bookstore near you!

LETTERS AND TOMATOES DEPT.

GOLDEN GIRLS

The "Golden Girls" is one of my favorite TV shows and your satire has certainly added a few new WRINKLES to my enjoyment of it!

John Meeks,
San Angelo, TX

Just reading 'The Olden Girls" made me age twenty years!

Loren Keller
Muscatine, IA

READER'S REVENGE

Your "Consumer Revenge Bills" did not work. I'll see you in court!

Dave Scheinblum
Park City, UT

BIBLE BELTS

I remember reading MAD as a youth, it was just dumb, clean fun. However, my teenage son brought the Fall 1985 Super Special home recently and it thoroughly stunned me. The language was atrocious. There is a severe penalty to be paid for using God's name in vain. Exodus 20:7 states "...the Lord will not leave him unpunished who takes his name in vain."

I have asked my children not to buy or read MAD. When I explained what was contained within the covers, as young Christians they were very agreeable. I will also contact my local library and ask them not to allow children under 18 to check MAD out.

I feel MAD will have a direct adverse effect on any person, young or old, who reads it. Today's children have enough trouble growing up without the influence of MAD. I have often wondered why young people openly curse as they do. I now realize that because of low-life scum like MAD, they think this is acceptable behavior.

I have enclosed a copy of the New Testament Bible which I hope you will read. I pray you will review your publication standards and change your attitude.

(Mrs.) Linda M. Houk
Hawthorne, FL

Amen.—Ed.

BILL TO A MAGAZINE PUBLISHER

To: William Gaines, Publisher of MAD
From: Mike Lowe, Address Unknown

Psychiatric Care To Date		$11,289.38
Cost Of Education Wasted		$64,319.12
Barf Bags		$78.54
Total Charges		$75,687.04
Total Cost Of Magazine		$1.35 CHEAP!
Balance Owed	YOU ( ) ME (X)	$75,685.69

Harvell

Russel Howze of Travelers Rest, SC sent us this editorial cartoon which recently appeared in the Greenville Piedmont News.

MOVIE VIOLATIONS

The *real* "Fools Of The Nile" are Dick DeBartolo and Mort Drucker!

Melissa Bradley
Mill Creek, IN

Remember what happened to people in "Young Sherlock Holmes"? They got hit by blow darts and began to hallucinate. Well, when I read your satire all I got was a pain in the neck!

C. Dexter Haven
Philadelphia, PA

DOTS ALL FOLKS

I loved your "MAD Dots" in issue #263. Here's one you forgot: An Overhead View Of All The People Who Actually Like MAD!

Kalman P. Toth
Monsey, NY

We're missing your Points.—Ed.

MAD MINUTE UPDATE

Here's something you least expected. A MAD MINUTE update! The MAD MINUTE is now entering its third year. What are MAD MINUTES? They are 60-second bits of silliness badly written and poorly performed by long time MAD writer, Dick DeBartolo. We don't expect much from Dick and he never disappoints us. The MAD MINUTES are sent free to 120 DJ's across the country and are heard on 130 Armed Forces Radio Stations around the world. (Yes, OUR Armed Forces!) If you know a local radio station DJ, or a college radio station DJ who would like to receive the MAD MINUTES (nine MAD MINUTES are sent out every seven weeks), have them drop us a line on station stationery and we'll do the rest. Send requests to:

The MAD MINUTES
MAD Magazine
485 MADison Avenue
New York, NY 10022

UNEXPECTED GAINES

Regarding MAD #263, all I have to say is, what's wrong with you people? Do you realize that William Gaines' face appears at least three, count 'em, three times in that magazine? Please, next time place a warning label on the cover, if not for the sanity of your readers, for the sake of the reading environment. I beg of you!

Pascal Boucher
Montreal, Canada

Is that man's ego as big as his stomach? Please, no more pictures of Bill Gaines in MAD!!

Laura Elizabeth Bucci
Madison, WI

Please Address All Correspondence To:
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New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed damp envelope.

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HENN
HER

(OR: "PLAY ANNIE HALL'S

KNOCK ON WOODY DEPT.

I'm **Woody Allen!** I'd like to introduce you to my **latest film!** I'm very proud of it—it's **new,** it's **different!** Like for instance, even though it's the 14th consecutive film in which I've played a **total neurotic,** this is the **first time** there are **other neurotics** in even **worse shape** than **me,** mainly...

I'm **Henna,** and these are my **two sisters, Hollow** and **Loose!** Welcome to our hip, contemporary, utterly ***Nouveau York*** Thanksgiving dinner! **Let's get started!**

Okay, I'll start with **neurosis** and **guilt!**

Who wants some **angst** and **despair?**

Please pass me a **double helping** of **letching!** And make sure you **lean all over me** when you serve it!

Thank you for the **blessings** we're about to receive—the **turkey,** the **stuffing,** the **cranberries,** and the **one-liners** about **Franz Kafka, Nazis,** and **psychoanalysis!**

Listen, everyone—Melissa just said her **very first word!** Say it **again,** Melissa!

Depression!

Isn't she just **darling!**

ARTIST: MORT DRUCKER

NA AND SICKOS

MANHATTAN MEMORIES AGAIN, SAM!")

Can I make a **wish?**

If it's **appropriate...**

I wish for **world peace!**

That **won't do...**

Okay, how's **this**—I wish to attend a **Gestalt Therapy summer camp** so I can work through my **anxiety crisis!**

That's **much better,** dear!

This is a veritable **masterpiece!** Woody has certainly **grown** as a **filmmaker!**

What **brilliant touches!** Instead of **Gershwin** music, he's using **Rodgers** and **Hart!** And instead of **Diane Keaton** talking in **overlapping dialogue,** he has **Mia Farrow** doing it!

HOW AM I DOIN'?

I ♡ TO HATE N.Y.

THANKSGIVING ISSUE MAD A REAL TURKEY!

He shows real **maturity** as a **Director** since ***"Manhattan"*** and ***"Stardust Memories"!***

Right! Woody's **finally** learned where to buy **color film!**

WRITER: DEBBEE OVITZ

You missed a really **terrific Thanks-giving,** Heimlich!

I can't be **bothered** with such **frivolous nonsense**—I'm getting ready for an **important engagement** next weekend!

Oh? A new **gallery showing** of **your work?**

No, I'm entered in the **All-City Brooding Tournament!** I'm **seeded third!**

Level with me, Doctor! It's a **brain tumor,** isn't it?

Murk, you are a **world class hypochondriac!** It's just a **minor hearing loss!** Injured your **ear** lately?

Well, yes... I did **bang my ear** against the side of the **oven...**

What were you doing, **baking** a pie?

No, **attempting suicide!** I was **sure** I had a **brain tumor!**

My new career as a **caterer** is fizzling—nobody's even touched my chopped liver mold of **Sigmund Freud!**

I would have **devoured it** if it was in the shape of **Frank Lloyd Wright!** You see, I'm an **attractive architect** by profession, and a **cultural snob** socially! Let me whisk you two lovely creatures away from the world of herring and cheese puffs to the world of **unbridled passion!**

STANISLOBSKY CATERING *co.*

This is **it?** This is your idea of **unbridled passion**—looking at the Chrysler Building, the Williamsburg Bridge, and the World Trade Center?

We're two horny gals, and you take us on a **"Wide World of Concrete" tour?**

Hey, don't blame **me,** I didn't write this scene! **Woody** is horny for anything and everything about **New York City!** I understand his next film has a romantic tour of all the "Spaldeens" lost in Brooklyn sewers in the summer of '56!

Leah, I am weak with **desire** for you!

Elliyup, you're such a **nervous wimp!** Why can't you be more like you were in your **other movies?**

Like the **sexy charmer** in **"Alfie"?**

Even like the **maniac** in **"Dressed To Kill"** would be an **improvement!**

SCIENCE FICTION

BALANCED BUDGET

EQUAL TAXATION

PEACE IN THE MIDDLE EAST

I'm afraid this doesn't look **too good!**

I **knew** it! That must be my **brain scan!** I'm **dying!**

These are **box office results** of your films in areas **outside** of **New York** and **L. A.! You're** not **dying**—your **movies** are!

But I've got a **tumor** the size of a **basketball! The Knicks** were practicing **slam-dunking** with my head!

Look, you're tense! You need something to take your mind off **today's problems!** I'm **prescribing** a **flashback** so you can deal with **yesterday's problems...**

Good news—these **fertility tests** indicate you **can't** have any **children!**

Why is that **"good news"?**

That means there will be **one less bouncing baby neurotic** brought into the world!

Considering how you're a **close friend** and how I've managed to use you in most of my pictures **despite** your **sagging career,** you gotta do me this **favor** and become the father of my child! No **physical contact,** of course...

Gee, Murky, I don't know... it's all so **cold, clinical, unromantic...**

You want **romance?** Take the **test tube** out for a **candlelight dinner!**

That's **terrific** news, Murky! The **lab tests** proved **negative!** You're **not** going to **die!**

Right! And my **brush** with **death** gives me a chance to do a **"search for the meaning of life" segment...**

...complete with a **voice-over monologue** that enables me to use **leftover gags** from my **other films,** since they're **all** so easily **inter-changeable...**

...I can pick on **Socrates, homosexuals, Ice Capades, boiled chicken...**

....and deal with some **major questions** that have been plaguing mankind, like **"Does God exist?", "Is there life after death?"** and, **"Will I ever be able to top 'Annie Hall'?"**

Mother, tell me the **truth,** was I an **adopted child?**

Of **course not,** Henna! Why do you ask?

Well, it's **hard** to **believe** that a couple so **colorful** could have a **daughter** as **wooden** and **boring as me!**

Mother, your **boozing** and **flirting** has really **upset** Father! He's **not himself!**

How can you tell?

He stopped playing **Cole Porter** and started playing **Van Halen!**

You've been to bed with my sister Henna and with me! Who was the **best?**

Without question—**I was!**

BOOZE

BIBLE

PAY TV

Hollow, you're the **flakiest** of all the sisters! You dress like a deranged Gypsy and you snort coke like a pro athlete! I can't believe I brought you along...

Murky, it's only a date!

Who cares about the **date**—I can't believe I brought you along on this **next flashback**...

I think I need a **dramatic change** in my life! I'm thinking about **converting** to **Catholicism!**

I'm sorry, but we **can't** allow any more of you into the fold! We have a **quota!**

Quota? Of **Jews?**

No. of **nerds!**

I can't seem to **reach God**—I think he's too busy answering prayers of **William Morris agents!**

Are you **really serious** about **conversion,** or are you merely looking to find **salvation** for your ridiculous **one-liners?!**

Can I **join you guys?** I've **given up** on being a Catholic!

Can you **beg** at **air-ports?**

No, that's not my style! The only place I **beg** is in **bedrooms!**

Oh, it's **one-liners** you **seek!** Why don't you try the **Moonies?**

Henna, I have to **borrow some money** for my **new career...**

Again?

You think I'm just a **loser,** don't you?

I've tried to be supportive, Hollow, but a career in **"electrolysis by mail"?**

Hollow! I haven't seen you since our **disastrous date!** What have you been up to?

Oh, bouts of **depression, insecurity,** and **career failures,** and a series of **life crises...**

Sounds **great!** Let's you and me **get married!**

Murky, do you **really mean it?**

Of course! I've always been **sexually attracted** to women with a **suicidal flare!**

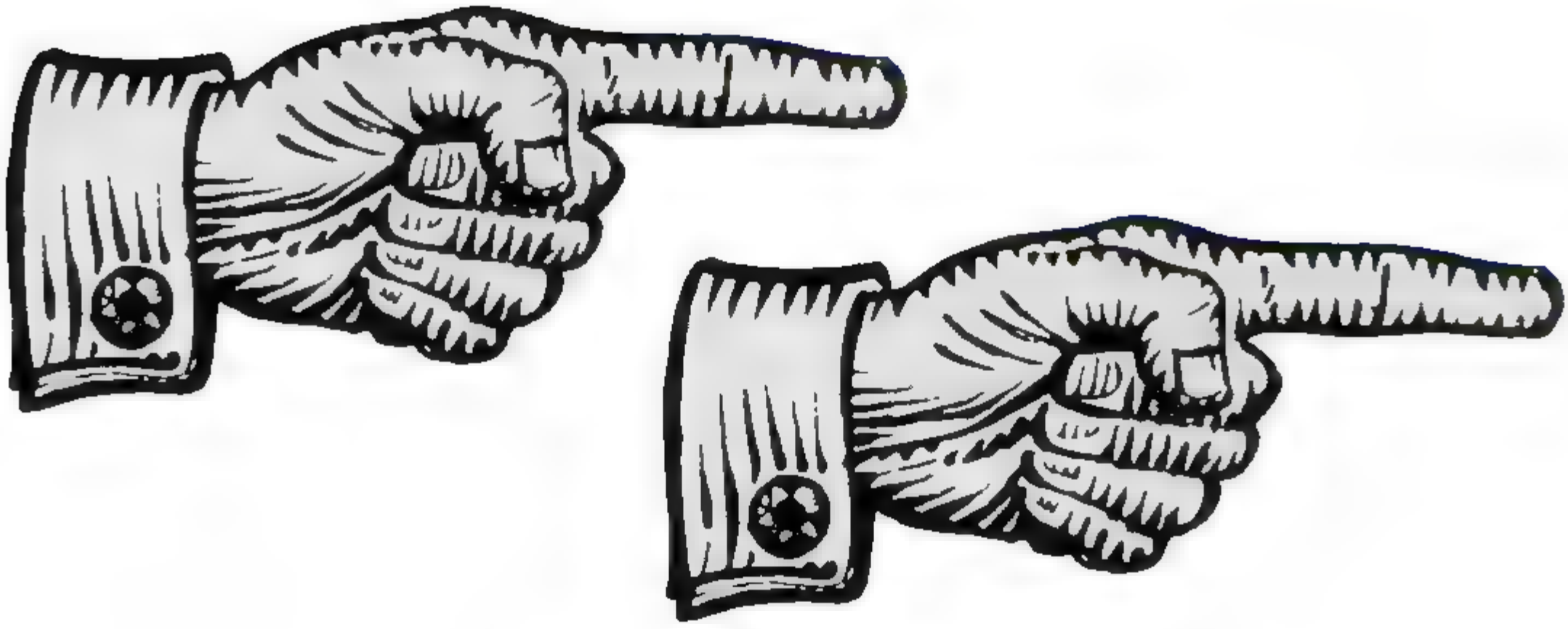
RECORDS TAPES

Sitting in that movie house has **turned my life around!** I've made a major, **mind-blowing discovery!** The **Marx Brothers** made movies just to be **funny!** They **never** felt they had to **hide** from the **press** or **fear** their **fans**...**never** felt the **need** to drop the names of **pseudo-intellectuals** in their movies...**never** became **obsessed** about **secrecy** over their next film! They **never took themselves seriously** and today, they're considered **great artists!**

And I'll bet no **one ever** told **Groucho** that they liked his **earlier films better!**

Nothing to see here!

Please skip ahead.



Note: It will be necessary to adjust your "he

VCR DEPT.

For the past couple of years, a new illness has been swee debilitating, and no one ever really recovers from it. We and assigned one of our top investigative reporters the nately, he died! So we're going to have to fill the next three

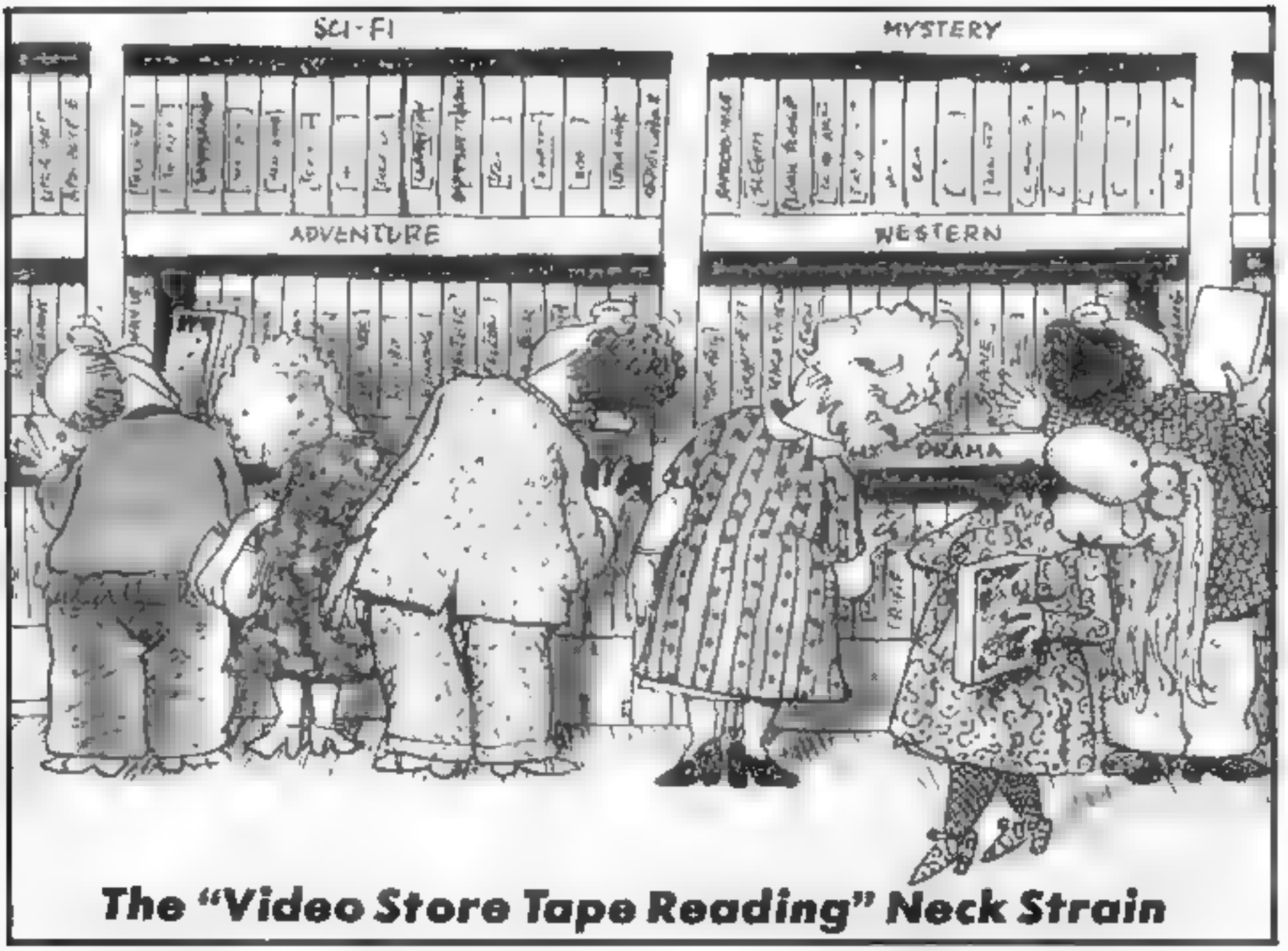
VIDEO

orizontal hold" for the following article!

rping America. Its symptoms are painful, its effects
at MAD wanted to alert our readers to this scourge
e task of researching and reporting on it. Unfortu-
e pages with the following diseased article called...

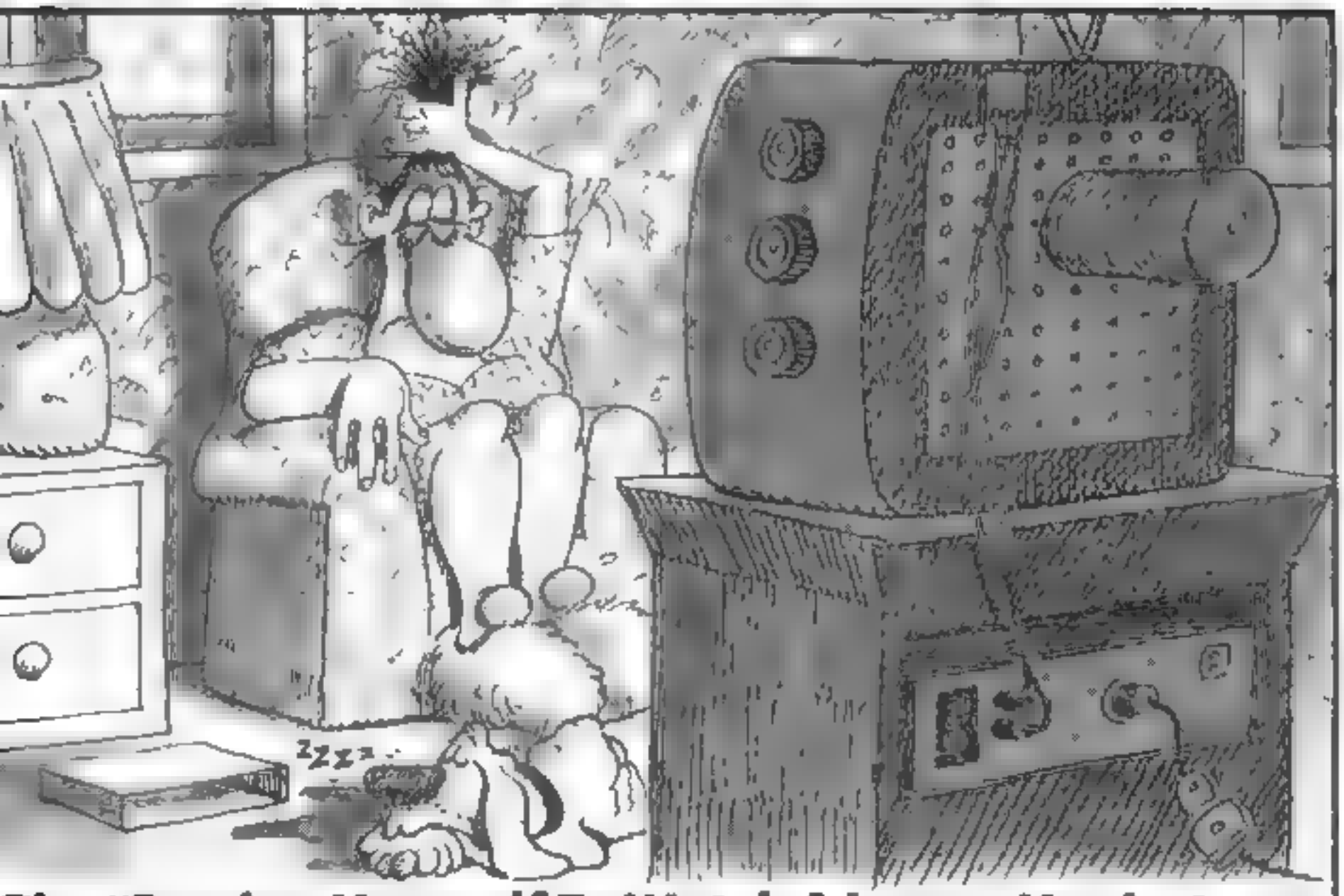
ALADIOS

ARTISTS: DON EDWING AND HARRY NORTH WRITER: DON EDWING

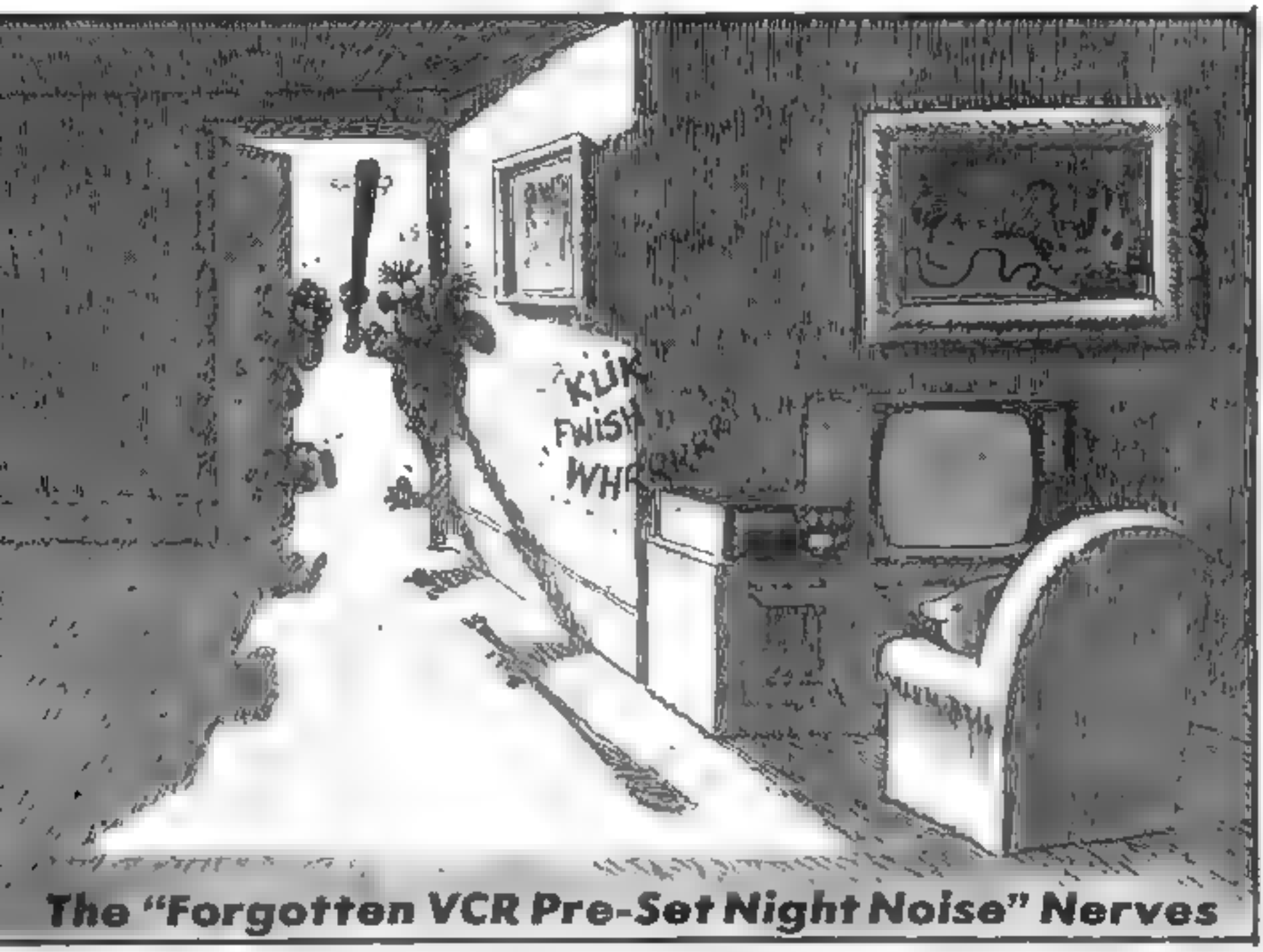


The "Video Store Tape Reading" Neck Strain

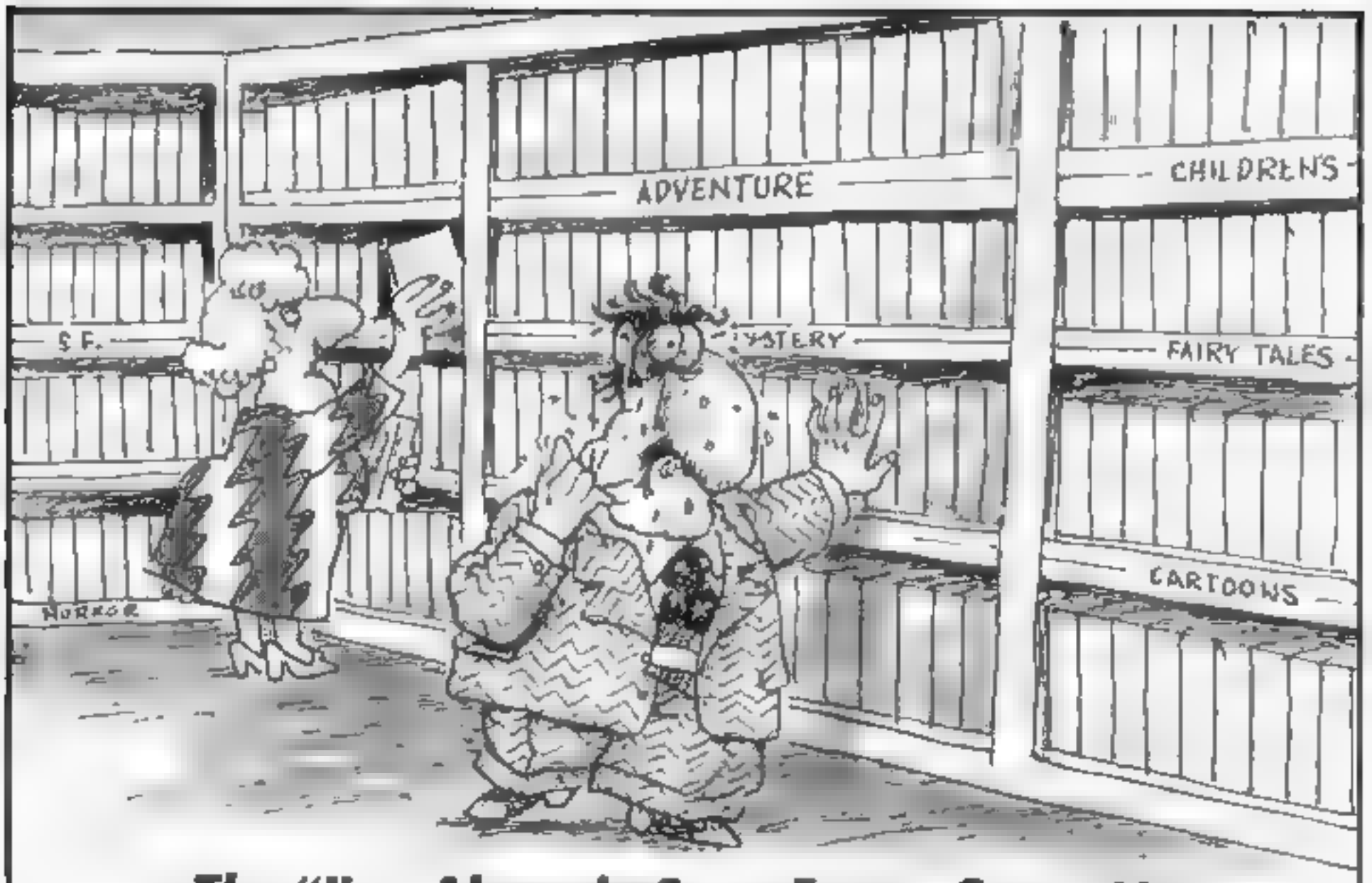
The "Jane Fonda Workout Floor Cave-In" Bruises



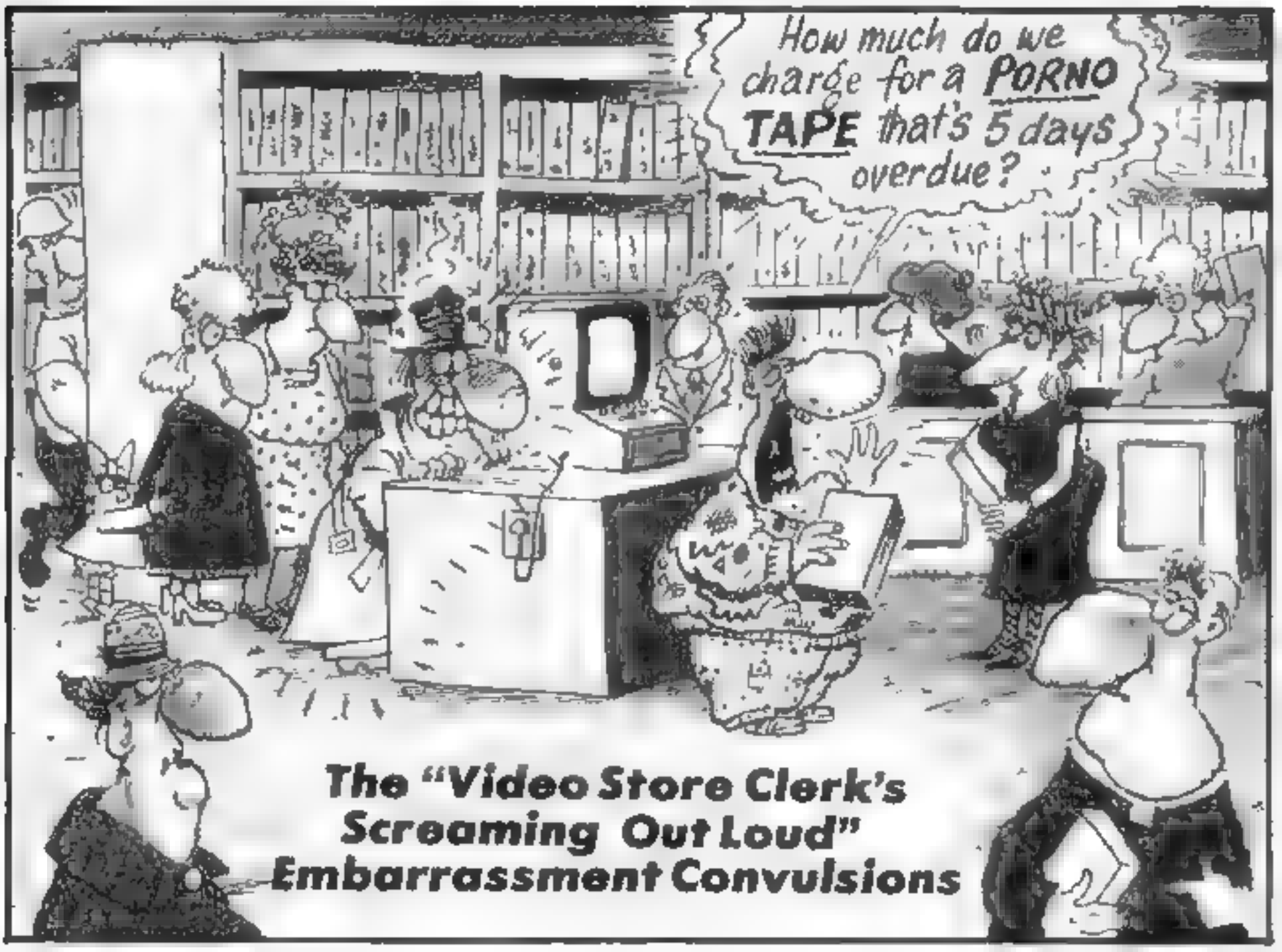
The "Forcing Yourself To Watch A Lousy Movie Just Because You're Paying Rent On It" Narcolepsy



The "Forgotten VCR Pre-Set Night Noise" Nerves



The "I've Already Seen Every Cassette In The Store" Sweats And Jitters



The "Video Store Clerk's Screaming Out Loud" Embarrassment Convulsions

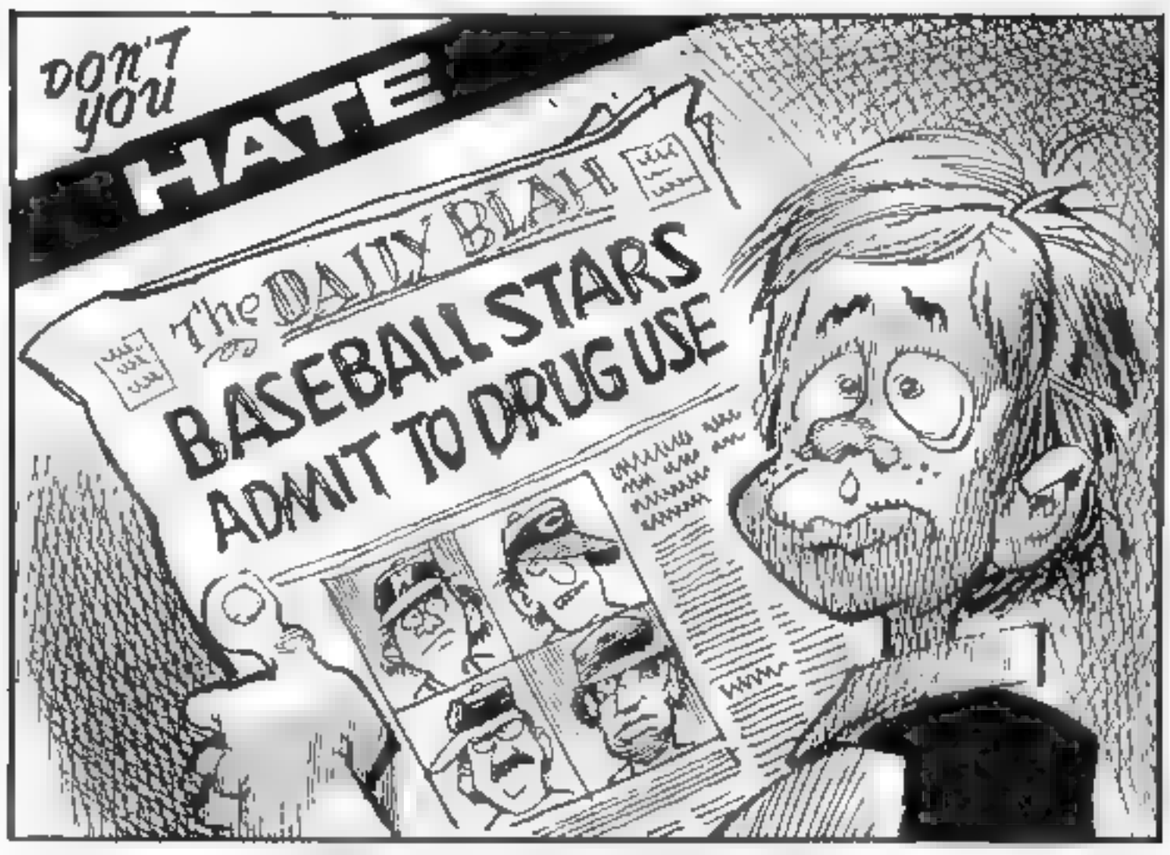
The "Over-Active VCR Tape Ejector" Face Injury

The "If Only I Had Waited A Few More Weeks To Buy My Machine" Blues

JEERING THEM ON DEPT.

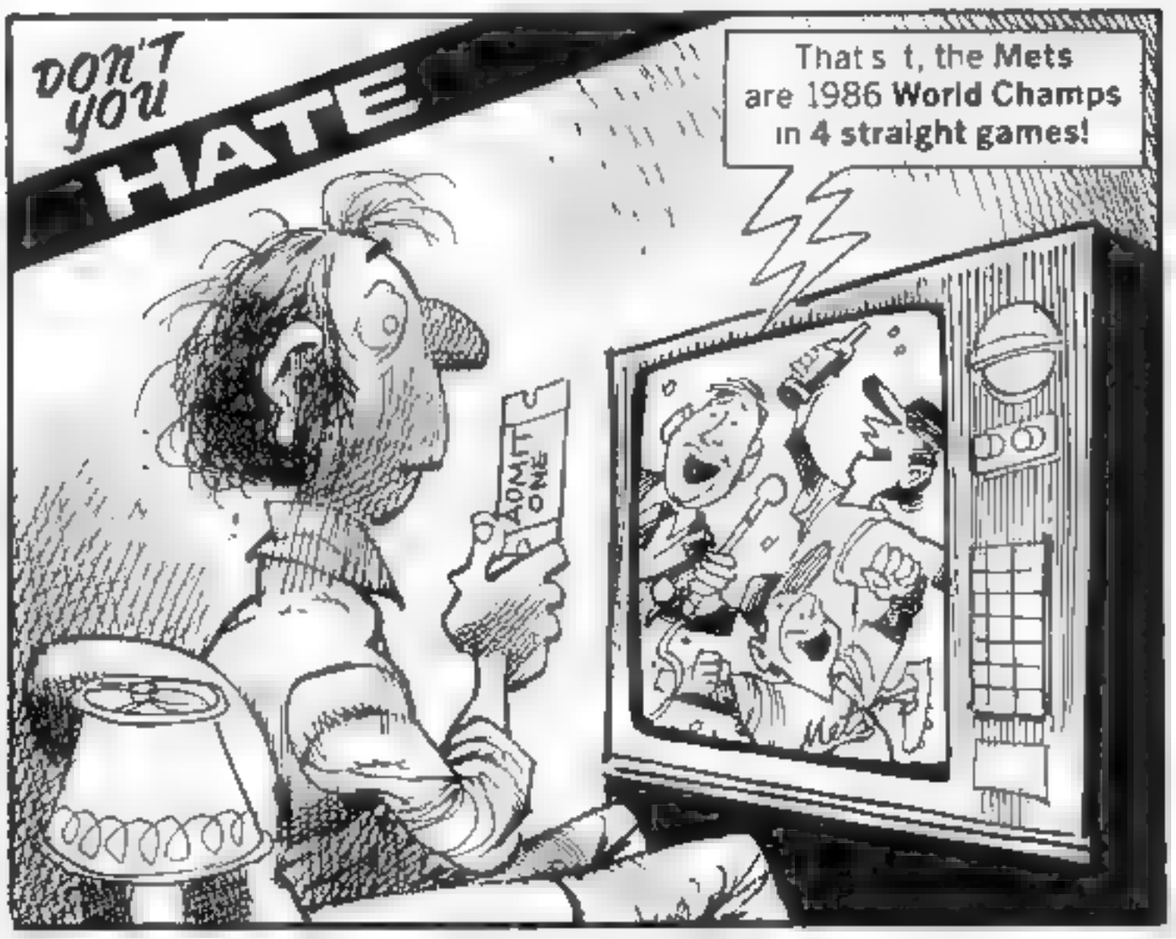
THE MAD Sports Fan HATE

ARTIST· JACK DAVIS WRITER. LOU SILVERSTONE



...when you discover that your favorite ballplayer is a junkie?

...when team owners get more media coverage than the teams?



...when you have tickets to the fifth game of the World Series and one team wins it in four straight?

...when a stadium has dozens of beer outlets but only three toilets and two of them are out of order?

BOOK

...when they give a free gift to fans under 16 and you're tall for your age?

...when the game is a sell-out but the scalpers have reams of tickets?

...when you get a fantastic seat in the second row, and the schmuck in the first row keeps standing up?

...when you sit way up at the top of the upper deck and you see tons of empty seats below that were sold to big corporations for the season?

...when you buy a season ticket and the team's superstar refuses to play because the team won't renegotiate his multi-million dollar contract?

GREAT CRYSTAL BALLS OF FIRE DEPT.

WHO ARE THE ROCK STARS OF THE FUTURE? WHAT KIND OF MUSIC WILL HIT THE SCE

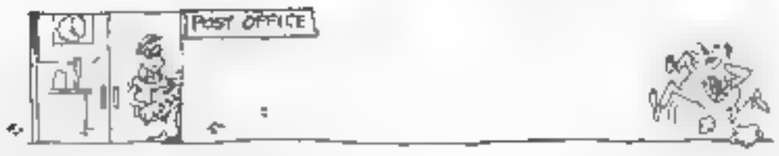
MAD'S ROCK MUS

Prince—the "bad boy" of Rock 'n Roll—will become ensnared in legal tangles after a Cleveland concert at which his bodyguards "rough-up" and eject all 15,200 fans. A Federal Court judge will reject the diminutive star's claim that the audience was "staring at me!" and award all damages asked—thus eating up the remaining royalties from Prince's best-selling biography, "Don't Talk To Me, I'm A Star!"

Bobby Icon, an unknown former medical student from Omaha, will become a Heavy Metal sensation with his unique sound—gastro-intestinal noises run through a synthesizer and amplified 10,000 times. He will top the charts with his single, "BLUHB-blahg-phlurg Means I Love You"!

Deirdre Detweiler and the Meek will inherit a prominent place in the music world's spotlight. Lead singer Deirdre, in a bizarre reversal of the "Mell Tillis Syndrome," stutters when she sings, but not when she talks! The band's first Top 40 tune will be a 19½ minute remake of The Police hit "Dee-doo-doo-doo, dee-da-da-da."

Baby Huey and the Toddlers, a young Mexican band with a mandatory retirement age of nine, will capture the untapped pre-pre-pubescent set with such raw-energy toe-tappers as "Mr. Rogers Ain't My Neighbor!," "Save A Breast For Me" and their million-seller, "Whole Lotta Chafing Goin' On."



ARTIST: PAUL COKER

NE? WHICH STARS WILL BE EATING WHAT LIVE ANIMALS ON STAGE? MAD TELLS ALL!!!

SIC PREDICTIONS

Supergroups Duran Duran, Genesis, Journey and the Rolling Stones will jointly announce a revolutionary plan to end their perennial problem of band members always taking off to do solo projects or collaborations. The solution? The Band-of-the-Month Club. Each month, subscribers will receive an LP by the club's debut group, The Rolling Duranesissies.

Former Interior Secretary James Watt will organize a philanthropic recording session, patterned after Quincy Jones' "We Are The World," and featuring such conservative entertainment figures as Wayne Newton, Frank Sinatra and Charlton Heston. Proceeds from the album, "We Are The Right," will benefit needy defense contractors engaged in "Star Wars" research.

The Clerks, a light-rock quintet composed of middle-aged office workers who only play part-time after work, will become the surprise sensation of the decade. The group will sweep the Yuppie market with songs on such un-rock-like topics as car-pooling, dressing for success and the tax advantages of long-term T-Bills.

The phenomenal comeback of long-time rocker Tina Turner will come to a shuddering halt when she is arrested, and later convicted, of smuggling a family of illegal aliens into the U.S. inside her hair. She will be sentenced to six years in prison and barred—for life—from ever using a blow-dryer.

WRITER: MIKE SNIDER

IS EVERYTHING THAT'S "NEW" AND "MODERN" A GIANT STEP FORWARD FOR MANKIND?

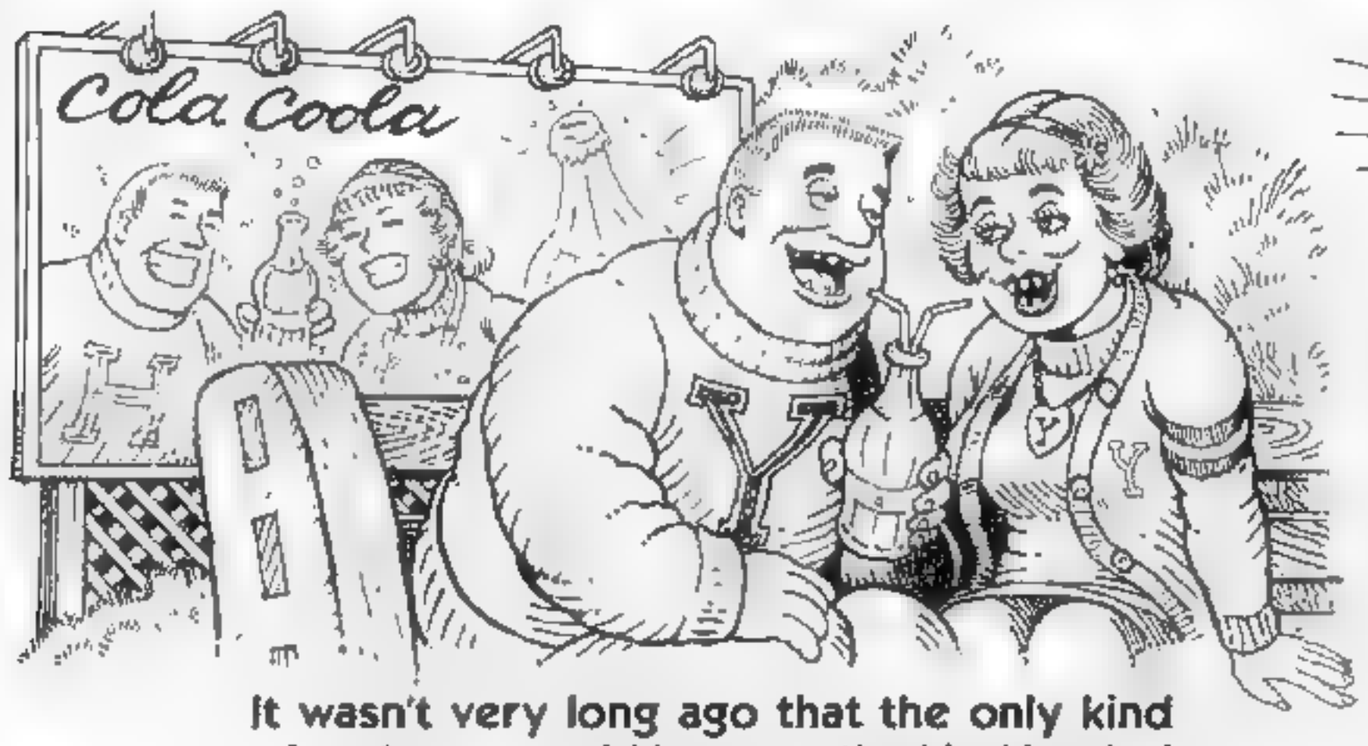
FOLLOW UP REPO

ARTIST: AL JAFFEE

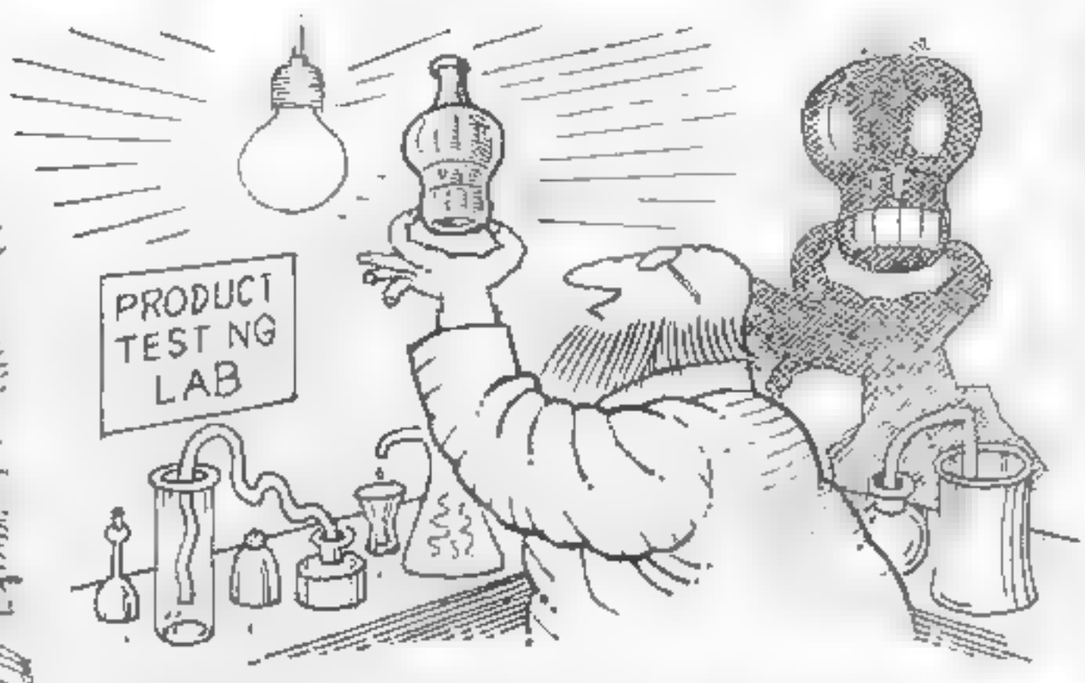
Hemmes, this is your boss! Cancel your vacation plans! We need you back at the office now! And don't pretend you didn't get this message! I know your flight isn't until seven a m tomorrow morning!

In the old days when you were out and the house was empty, important messages were never communicated.

Now, with the advent of the phone answering machine, messages are always communicated!

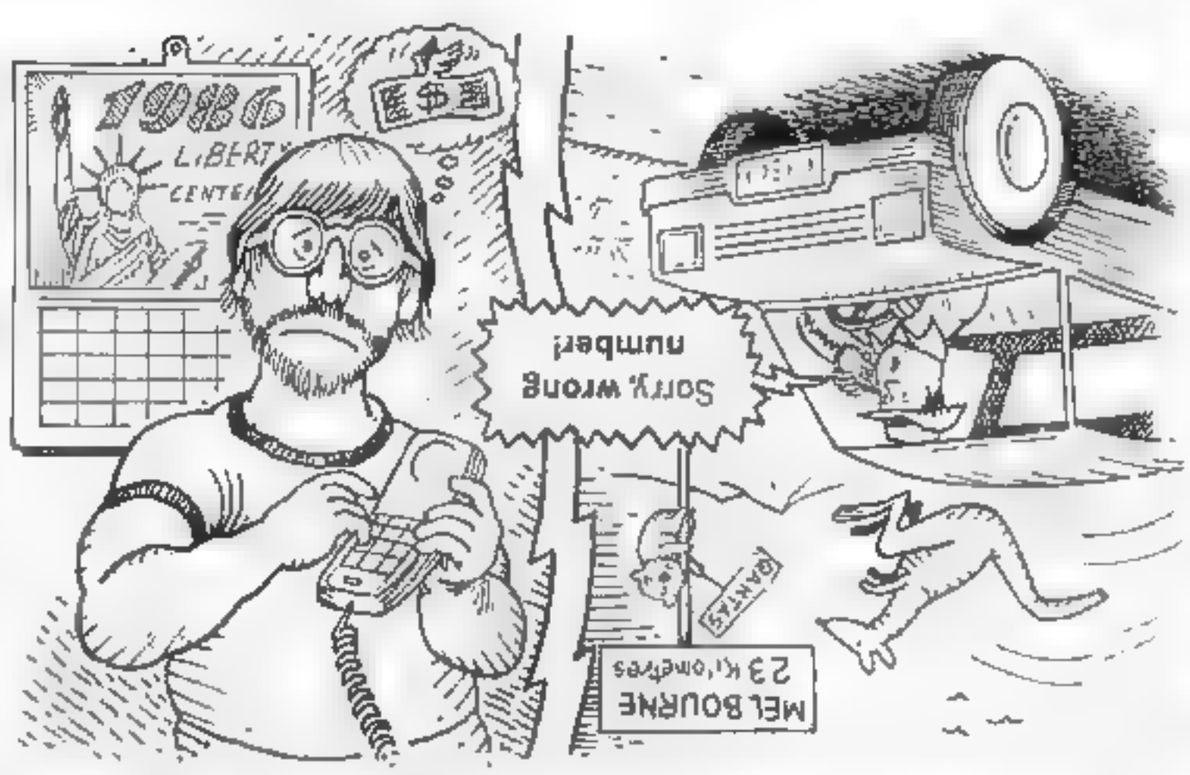


It wasn't very long ago that the only kind of soda you could buy was the kind loaded with sugar that would rot all your teeth.



Today's soda is sugar free! However it does contain nutrasweet, saccharine and other wonderful modern chemicals!

In the old days, you couldn't place a long distance call without the assistance of an operator.

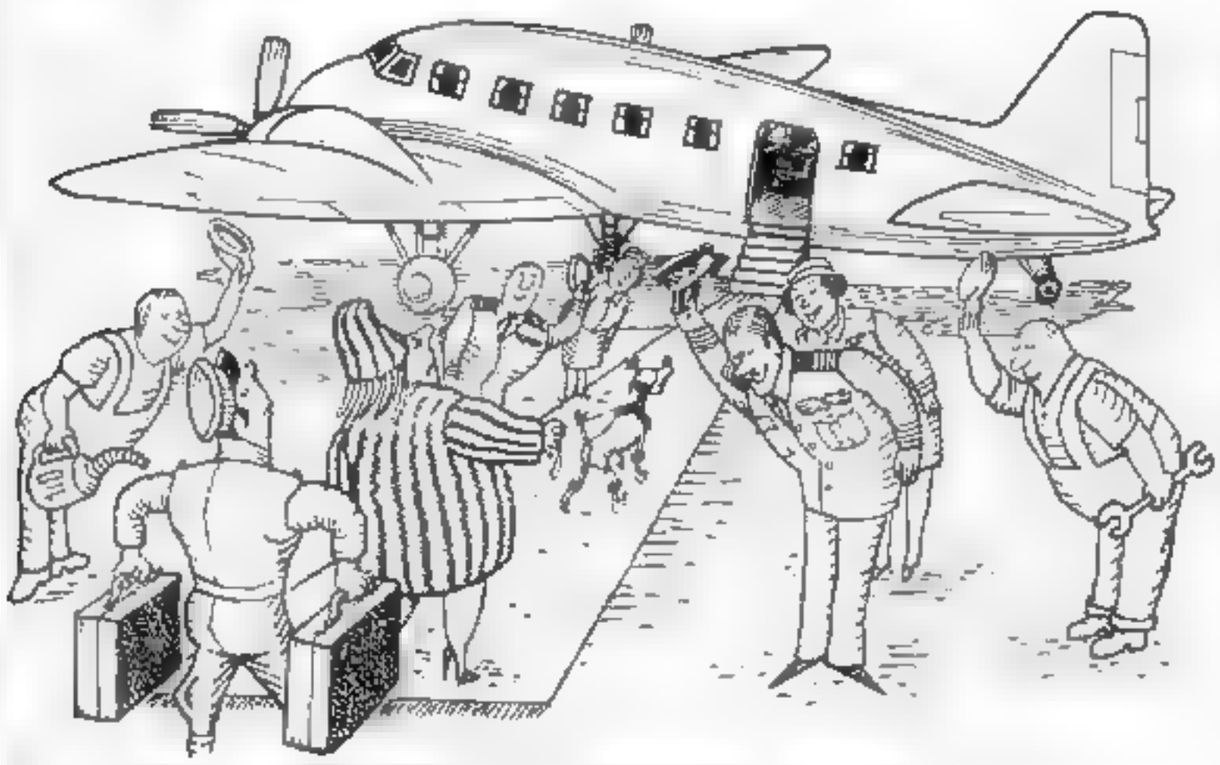


Today, with modern touch tone phone systems, you can call long distance with no assistance at all!

A TINY STEP FORWARD FOR WOMANKIND? YOU BE THE JUDGE AS YOU NOW READ MAD'S

RT ON PROGRESS

WRITER· DICK DEBARTOLO

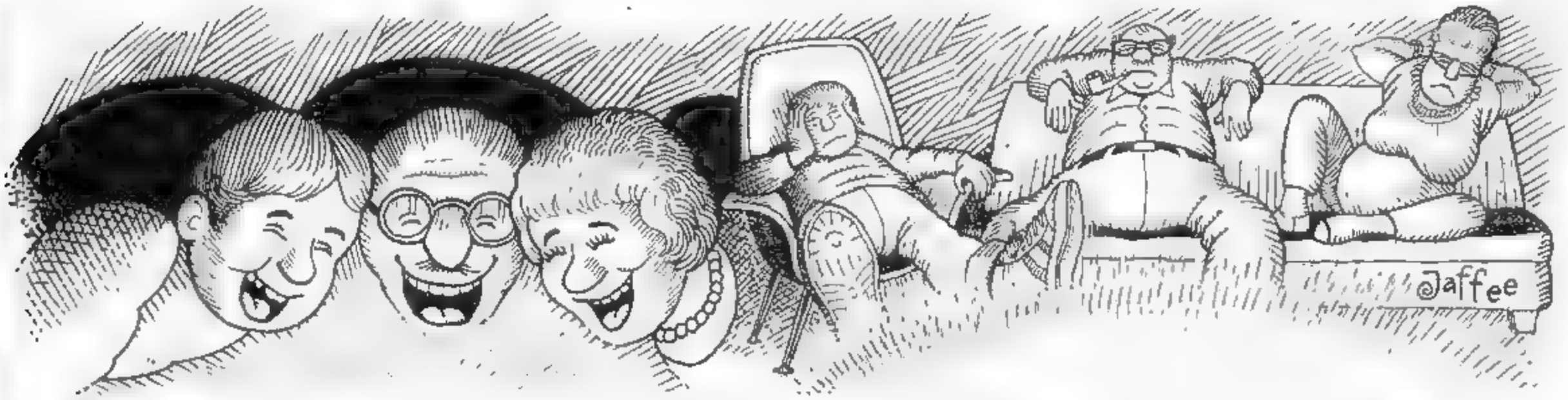


Back in the days of propeller planes, air travel was only for the rich and affluent.

Today, thanks to so many airlines putting so many planes in the sky, air travel is cheap and many more people can afford to fly.

Not long ago, the only portable entertainment you could carry was a small mono radio.

Today, with miniature portable stereo systems with headphones, you can be in a world all your own.



Years ago, entire families gathered around a little four-inch, black and white tv set to watch the great stars of the day—Sid Caesar, Uncle Miltie and Jackie Gleason.

Today, we have 40-inch, full color projection television sets in stereo that families can gather around to watch the great stars of the day—Merv Griffin, Alan Thicke and Ed McMahon.

FE-LINES DEPT.

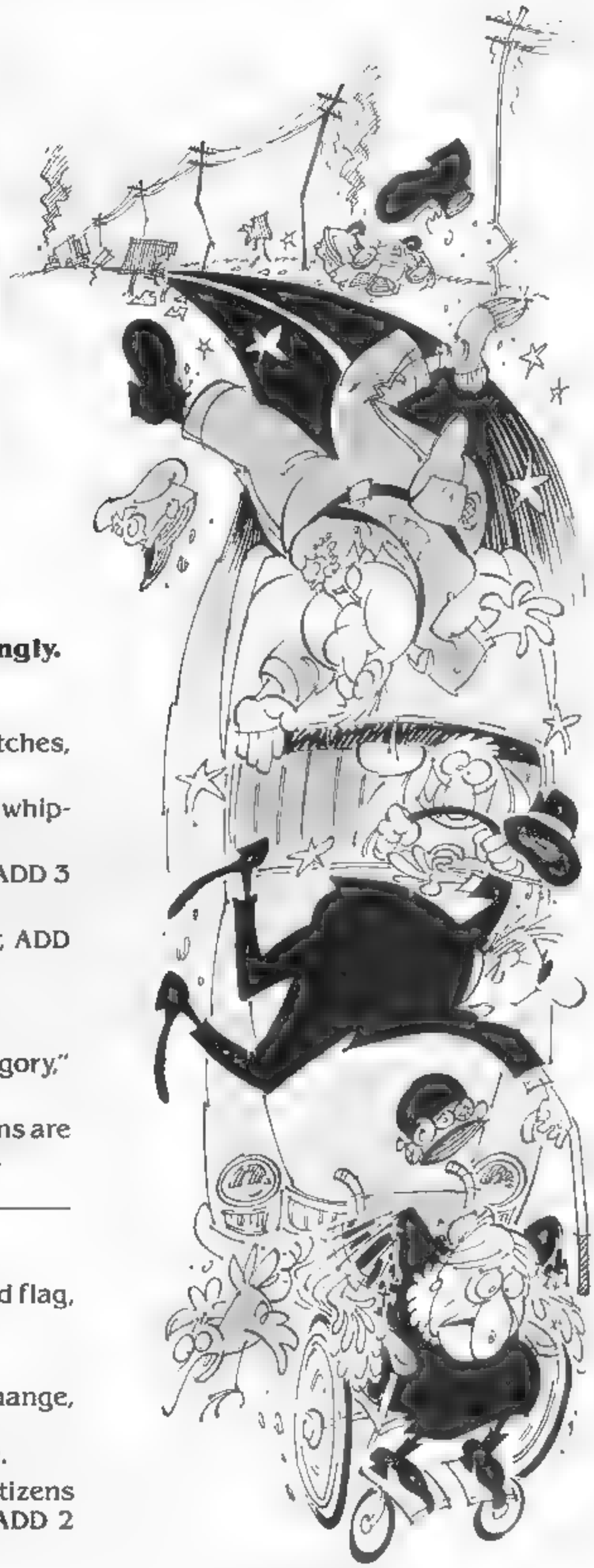
CAT THO

DUGHTS

ARTIST AND WRITER: PAUL PETER PORGES

SPY VS SPY
COMMAND: KILL THE WHITE SPY
COMMAND: KILL THE BLACK SPY
CLICK
COMMAND: KILL THE WHITE SPY
COMMAND: KILL THE BLACK SPY
AND: THE SPY
COMMAND: KILL THE BLACK SPY
COMMAND: KILL THE WHITE SPY
COMMAND: KILL THE WHITE SPY
COMMAND: KILL THE BLACK SPY
COMMAND: THE SPY

In most states, renewing your driver's license is as easy as signing your name and enclosing a check. Simple, but what this procedure doesn't do is weed out unsafe drivers—motorists who have long since forgotten everything they had to learn in order to get their first license! How about you? Are your driving skills up to par? Or have you too become sloppy and careless behind the wheel! Spend a few minutes with this quiz and see:



BEGIN with the national speed limit of 55 miles per hour.
ANSWER each question and add or subtract miles accordingly.

PART I—DRIVING HISTORY

1) If the statue of St. Christopher on your dashboard is on crutches, ADD 1 mile.
2) If you've ever received kickbacks from chiropractors for all the whiplash victims you send them, ADD 2 miles.
3) If Lee Iacocca has ever offered you a rebate *not* to buy a car, ADD 3 miles.
4) For each of the following that has been named in your honor, ADD accordingly:
   a) A tow truck, ADD 1 mile.
   b) A local demolition derby race track, ADD 2 miles.
   c) A national auto insurance company's "Extra High Risk Category," ADD 5 miles.
5) On the back of your driver's license where recent traffic violations are listed, if the words "See Attached Sheets" appear, ADD 2 miles.

DRIVING HISTORY SUBTOTAL..... ———

PART II—ON THE ROAD

1) If you start each morning by pledging allegiance to a checkered flag, ADD 1 mile.
2) If your second car is an ambulance, ADD 2 miles.
3) If, while stopped at an intersection waiting for a red light to change, you...
   a) Rev your engine to intimidate those around you, ADD 1 mile.
   b) Place both hands on the horn, ready to blare it at senior citizens who might still be crossing when the light turns green, ADD 2 miles.
   c) Pick your nose, SUBTRACT 4 miles.

NOTE: If the above question does not apply to you because you never brake for a red light, ADD 5 miles.

ARTIST PAUL COKER
WRITER: JOHN PRETE

4) For every time you've looked in your rear-view mirror and seen a body lying in the street, ADD 2 miles. (If you've *never* looked in your rear-view mirror, ADD 4 miles.)

5) For each of the following bumper stickers that can be found on your car, ADD 1 mile:

STOP SIGNS ARE FOR SISSIES

SEAT BELTS SUCK

NUKE THE AUTOMOBILE CLUB

HONK IF YOU LOVE HEAD-ONS

NOTE: If the message on your bumper sticker is incomprehensible because of blood splatterings and caked hair, TACK ON an additional 6 miles.

ON THE ROAD SUBTOTAL ..... ____

PART III—HYPOTHETICAL SITUATIONS

1) It is a warm, sunny Sunday afternoon. You decide to jump in the car and visit your ailing Aunt Alba in the suburbs. Turning onto Aunt Alba's street, you pass a home for the blind, a "Deer Crossing" sign and a group of small children playing in the street. Which of the following comes closest in length to the skid marks you'll make as you pull up to Aunt Alba's?

   a) A standard 30-foot garden hose, ADD 2 miles.

   b) An unravelled wool sweater, ADD 5 miles.

   c) A computer printout of Joan Collins' ex-lovers, ADD 9 miles.

2) You're sitting over at a friend's home in a semi-conscious state after hours of heavy drinking. Suddenly, your friend announces "Everybody out!" Which of the following best describes what you would do in this situation?

   a) Stumble out to your car, spend 15 stupid minutes trying to insert your keys into the ignition, then finally peel out in a screeching blaze of glory, ADD 3 miles.

   b) Same as "a," except that you would take the time to throw up in your friend's driveway before you peel out, ADD 4 miles.

   c) If the question does not apply because you would have been involved in a drunk driving accident on your way *to* the party, ADD 7 miles.

HYPOTHETICAL QUESTIONS SUBTOTAL ..... ____

GRAND TOTAL ..... ____

SCORING

51—60

Your driving skills are like those of a recent graduate of a high school Driver's Ed class. In other words, you have none! You are a threat to all life.

61–70

You have the driving skills of a deaf, dumb and blind man! Walk everywhere!!

71 or Above

You have a great future ahead of you as a New York City cab driver! Apply at once!

DEPARTING SHOTS DEPT.

AT THE BEDSIDE, PART I

I tell you Phil, I **can't take** any more of this! Please, Phil, do me one last **favor. Pull the plug!**
I can't do **that,** Bob! That's not a decision I can make!

But it's sheer **torture!** Can't you understand that?! If I was strong enough **I'd pull the plug** myself!
You shouldn't be **talking** that way, Bob!
DO NOT REMOVE

ARTIST: HARRY NORTH WRITER: CHARLIE KADAU

THE REAGAN

(with apologies to Edgar Allan Poe)

ARTIST: GERRY GERSTEN WRITER: FRANK JACOBS

Once upon a cold November, back in '80, you'll remember,
Came to pass a great election, with a wondrous change in store;
By a landslide, one was winning, promising a new beginning;
Tall and proud, he stood there, grinning, like so many times before;
Who was he, this cool one, grinning, like so many times before?
'Twas The Reagan, nothing more.

Once he was inaugurated, Reaganomics he created,
Promising a balanced budget, like we had in days of yore;
"Though," he said, "our debt is growing, and a bundle we are owing,
"I'll cut taxes, 'cause I'm knowing this will save us bucks galore;"
"Please explain," a newsman asked, "how this will save us bucks galore?"
Quoth The Reagan, "Less is more."

Pushing for defense, he pleaded, brand-new missiles would be needed:
"That's the only way," he said, "to keep the country out of war;"
"True," he said, "they're not required, and they're not meant to be fired;
"In five years they'll be retired—still we must build hundreds more;"
"Tell us why," a newsman asked, "we must be building hundreds more?"
Quoth The Reagan, "Jobs galore."

Was he real or from a movie? "Make my day" sure sounded groovy,
Standing up to Congress or the rebels in El Salvador;
Flicks like "Rambo" he promoted (sev'ral times, it should be noted);
Once John Wayne he even quoted, when Kaddafi threatened war;
"Does this mean," a newsman asked, "we're heading toward a Mid-East war?"
Quoth The Reagan, "Hit the shore."

During times he wasn't dozing, many plans he was proposing,
Dealing with the deficit, which he no longer could ignore;
"Cuts," he said, "I'm recommending, pending our ascending spending,
"With attending trends suspending, then extending as before."
"Does this mean," a newsman asked, "a balanced budget like before?"
Quoth The Reagan, "Nevermore."

Ulgersten 86

HIGHER EDUCATION

I tried **calling** you all afternoon but the phone was **busy!** I'll bet it was your son the bum **abusing it,** as usual!
Well, just for **your** information, he **was** indeed using it, but he was **busy choosing colleges!**
You gotta be **kidding!** I don't **believe it!**
It's true! **I overheard** him talking! He was choosing **Yale** over Harvard, **Stanford** over Southern Cal, **North Carolina** over Duke
It figures! He's decided to be a **Gambling major!** What you heard was your son **placing bets** on Saturday's **basketball games!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

EQUALITY

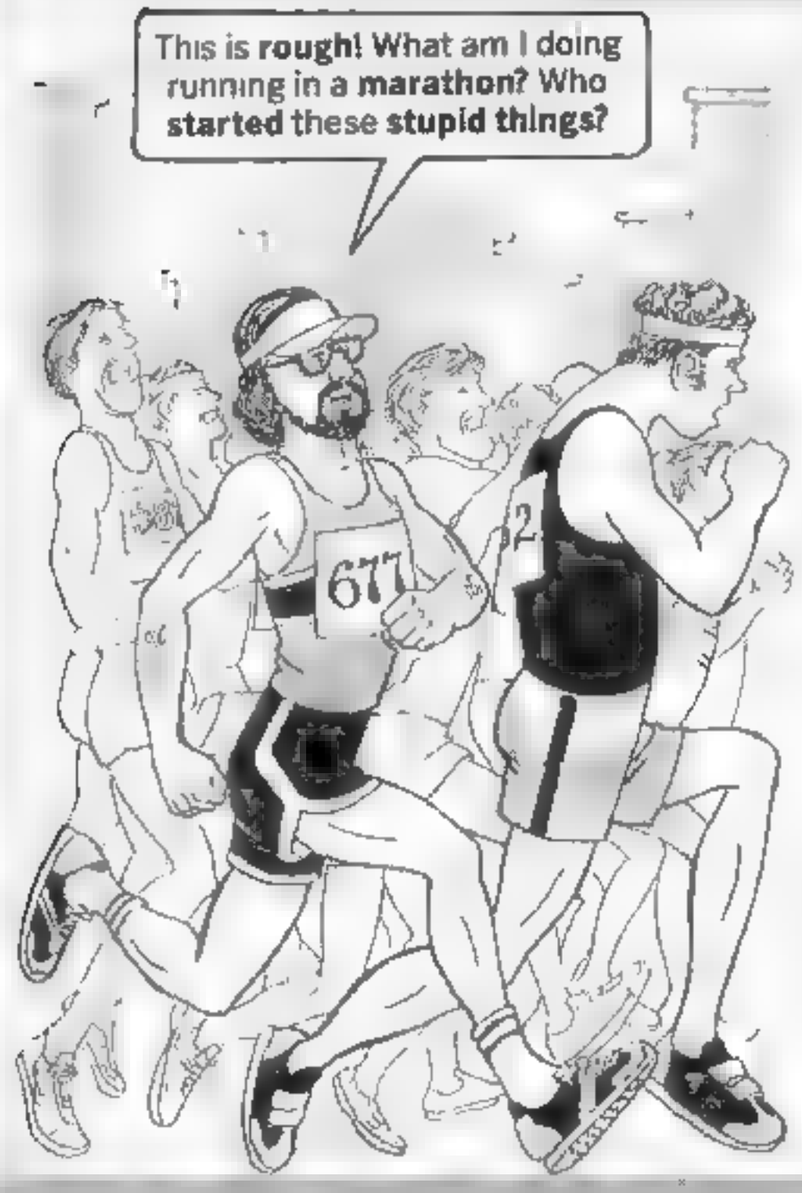
Mr. Gaines, I want to talk to you about **Women's Rights!**
Oh, please, **not again,** Ms. Griffiths! I thought **we settled** that issue **last time!**
Not really! This time I am **demanding equal pay** for **equal work!**
Well, if you **really** want that, I'll have to **comply** with your **demand!** Mr. Kroul does the **same job** you do and he's been with us just about the same amount of time .
Starting next week, I'm **cutting your salary down** to **his** level!
SILENCE HOSPITAL

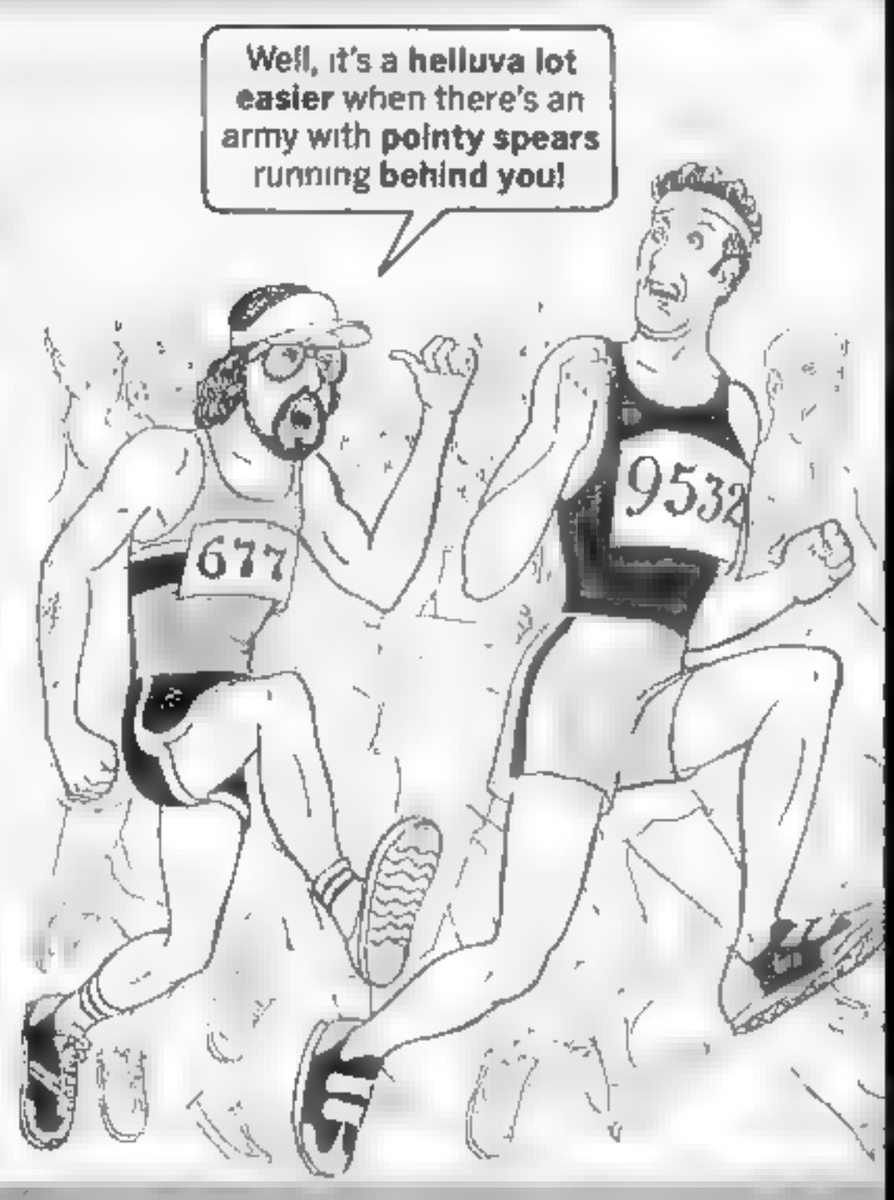
ACCIDENTS

R SIDE OF...

ART ST & WRITER
DAVE BERG

RUNNING

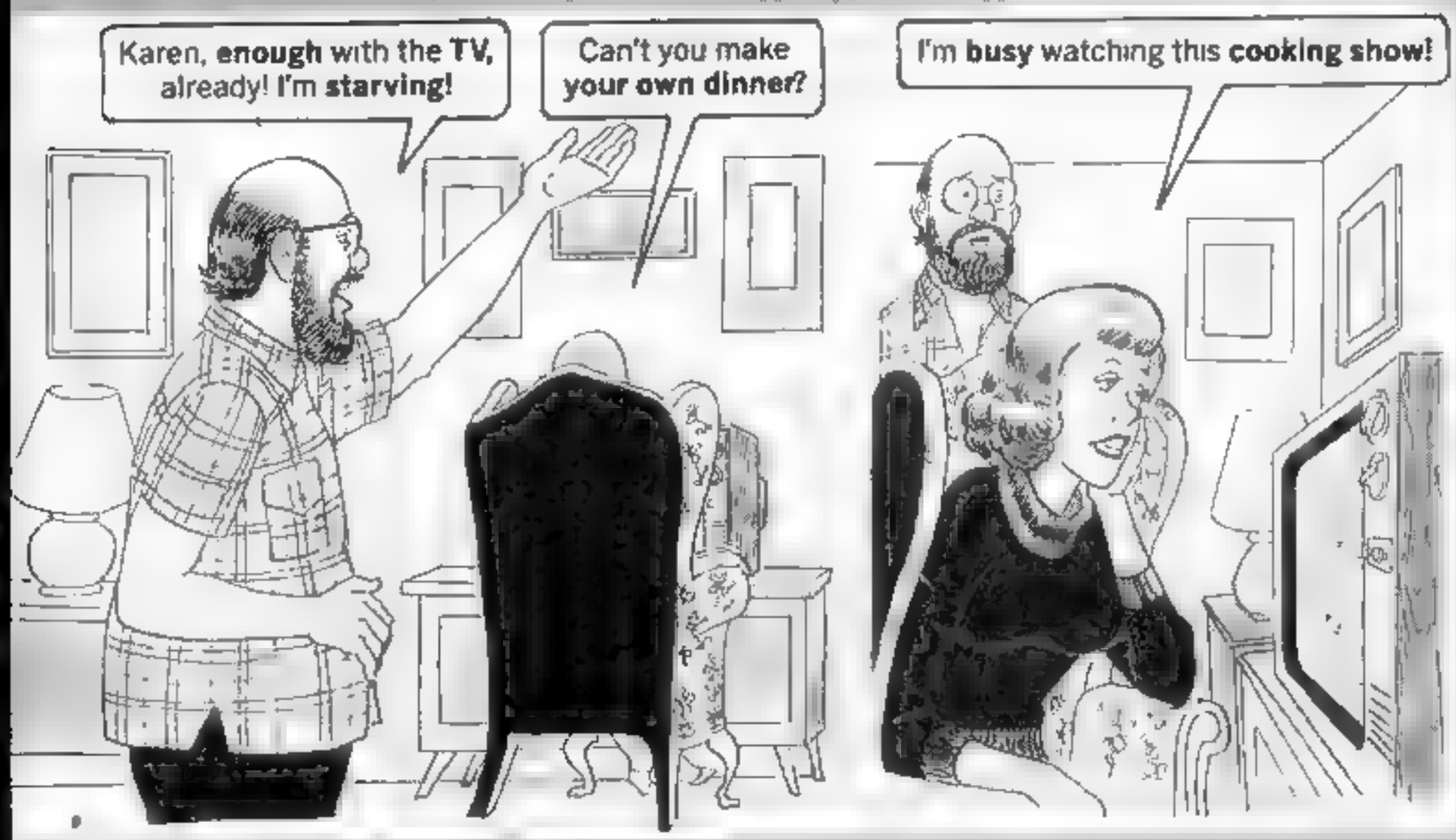




JUSTICE

Do you plead **guilty** or **innocent?**
Innocent, your honor!
Then we will hold a **trial** by a **jury** of your **peers!**
That'll be **tough** to do, your honor...
Where are you going to find **12 drug dealers** like me willing to **serve** on **jury duty?**

DINNER



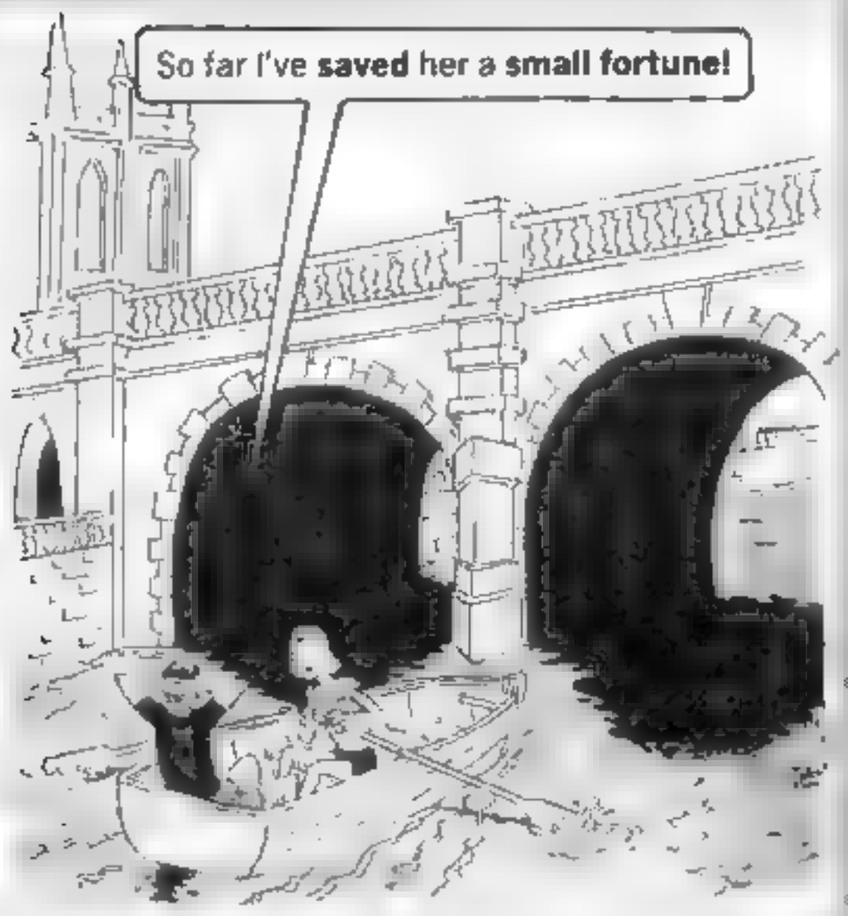
FINANCES

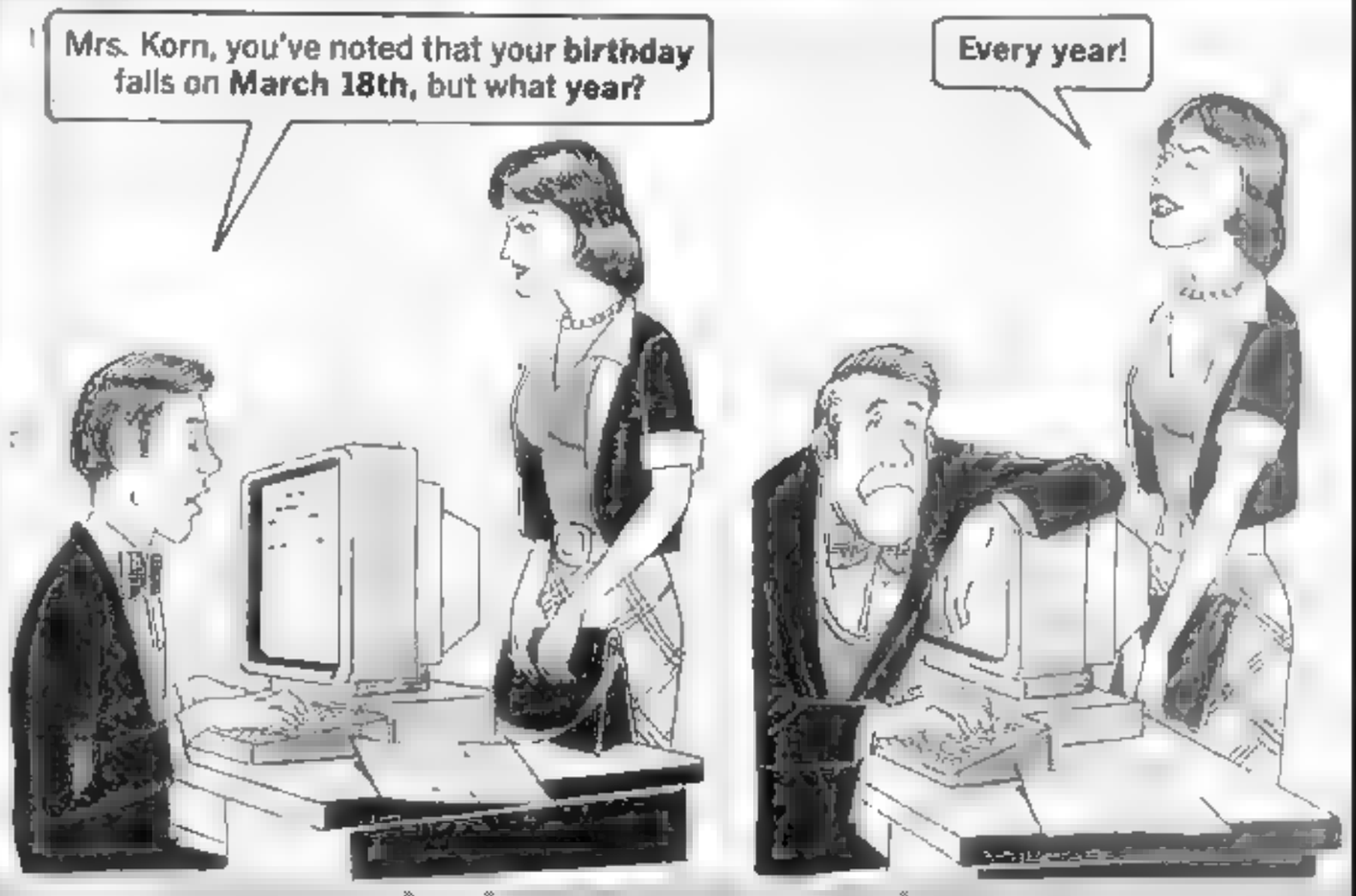
BEHAVIOR

FAST LIVING

Isn't it something how **fast food places** have sprung up all over town? **Instant burgers... instant French fries... instant milk shakes...**
BURGERS
53
and **instant long lines** waiting for it!
53

INTERVIEWS





MODERN MORALS

Congratulations, Elena! Your mother told me you're **getting married!**
I was **supposed** to, Grandma! But then I found out my **boyfriend got cold feet!**

CHOICES

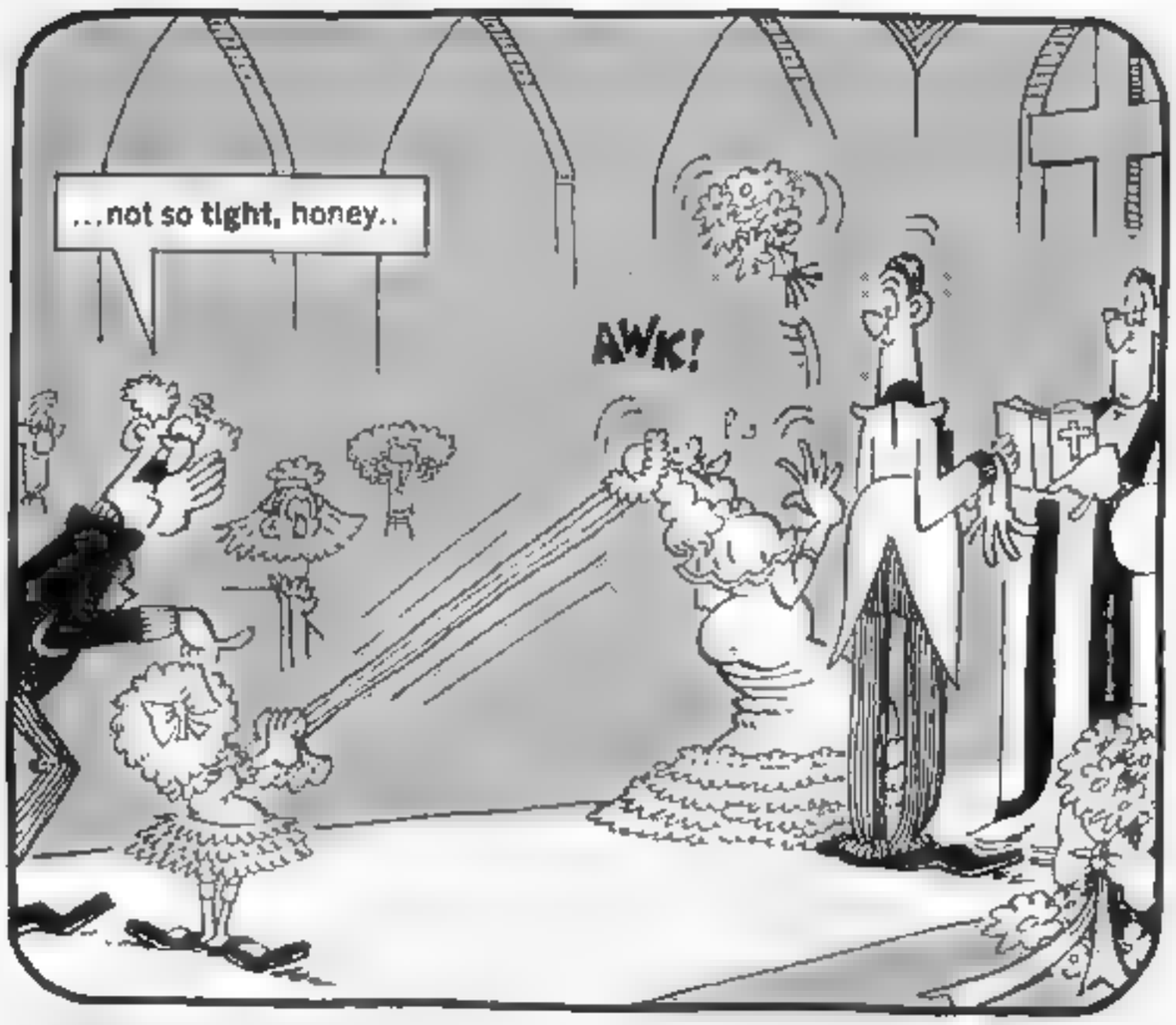
You know what your problem is? All you ever think about is tennis!
My girlfriend said the same thing! She told me if I didn't stop playing tennis all the time, she was going to break off with me!
Gee, Nick, that's too bad...
Yeah, I'm going to miss her!

PETS

I think we've over-trained our dog! Look at him— he's a nervous wreck!
Why not take him to a pet psychiatrist?
Oh, we couldn't do that! One of the things we've trained him not to do is go on the couch!

DOCTORS

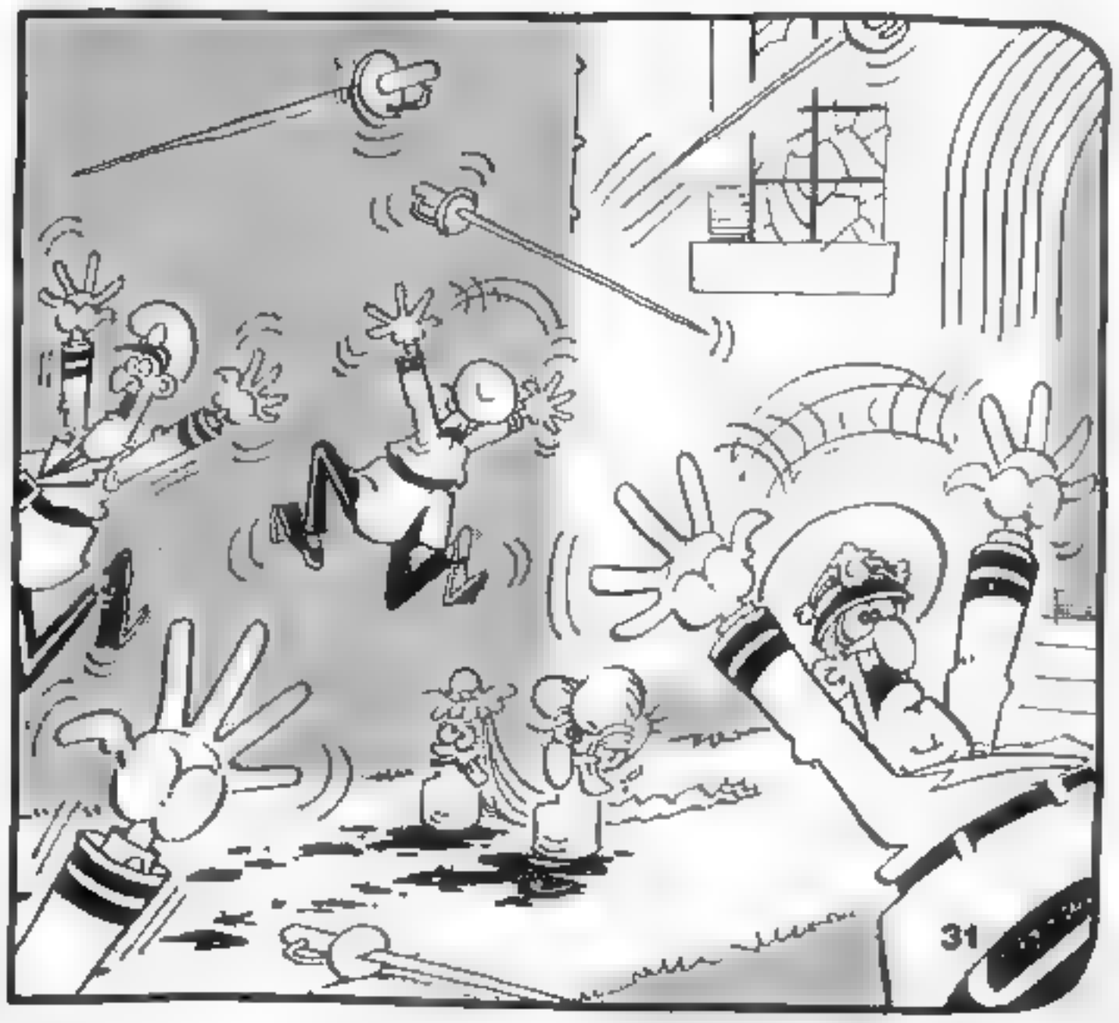
Doctor, I got this pain in my side while swimming last Saturday! My wife told me I strained a muscle and I should rest and apply heat!
Oh, I see...
...you just came to me for a second opinion!
David Berg



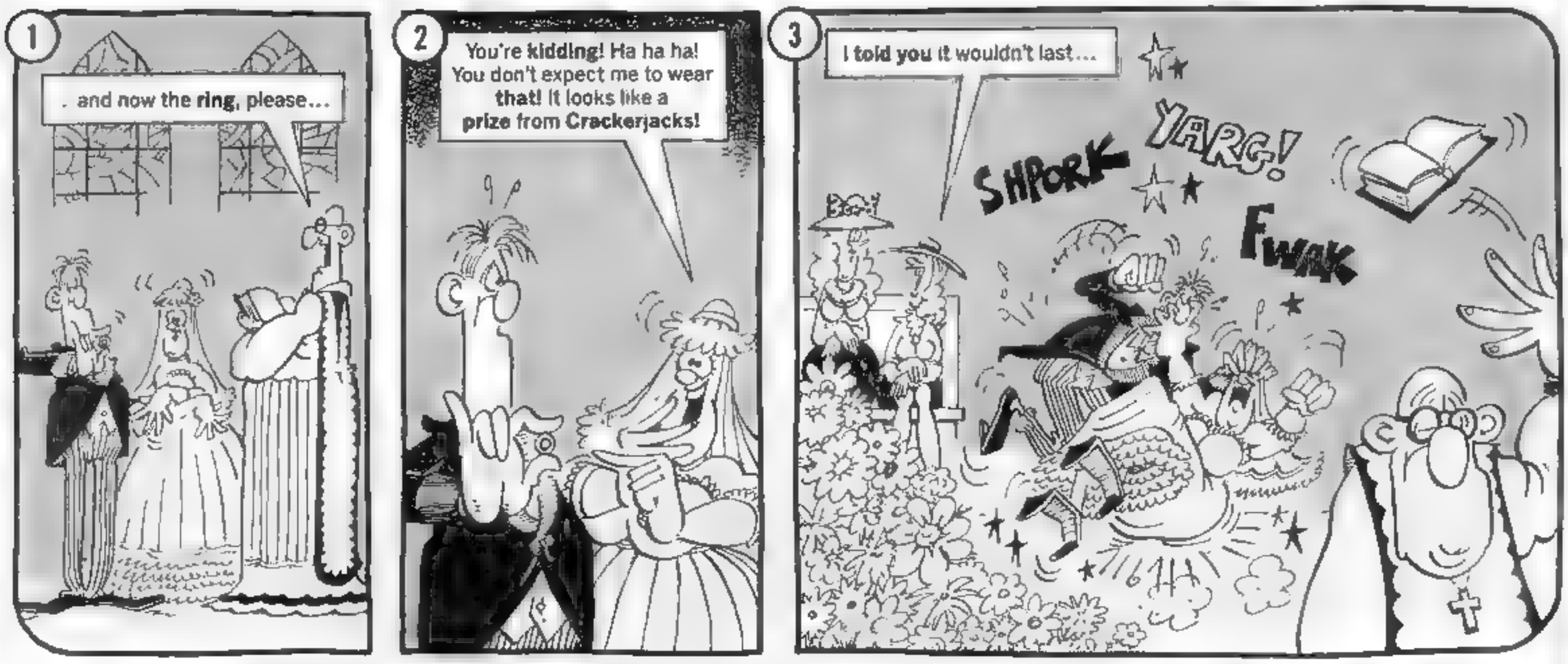
DON MARTIN DEPT. PART I

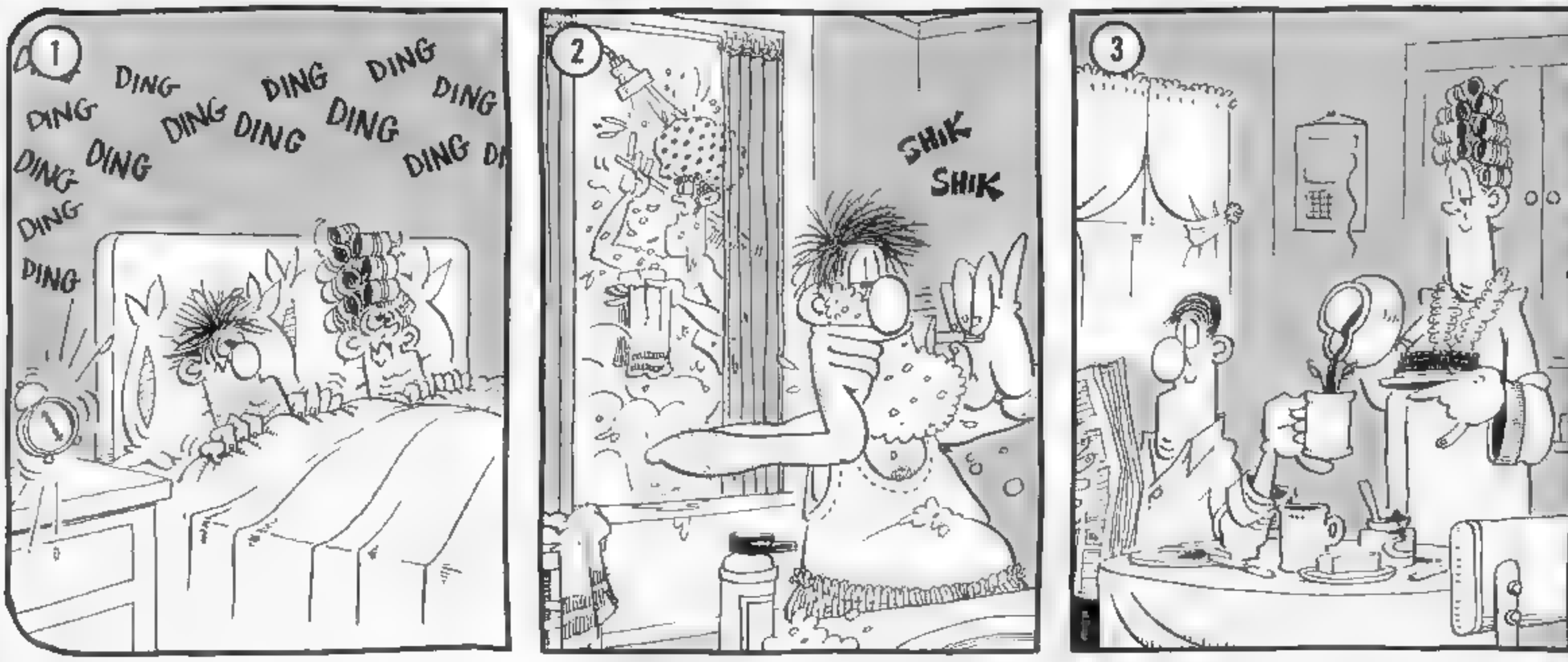
DON MARTIN LOOKS AT WEDDINGS

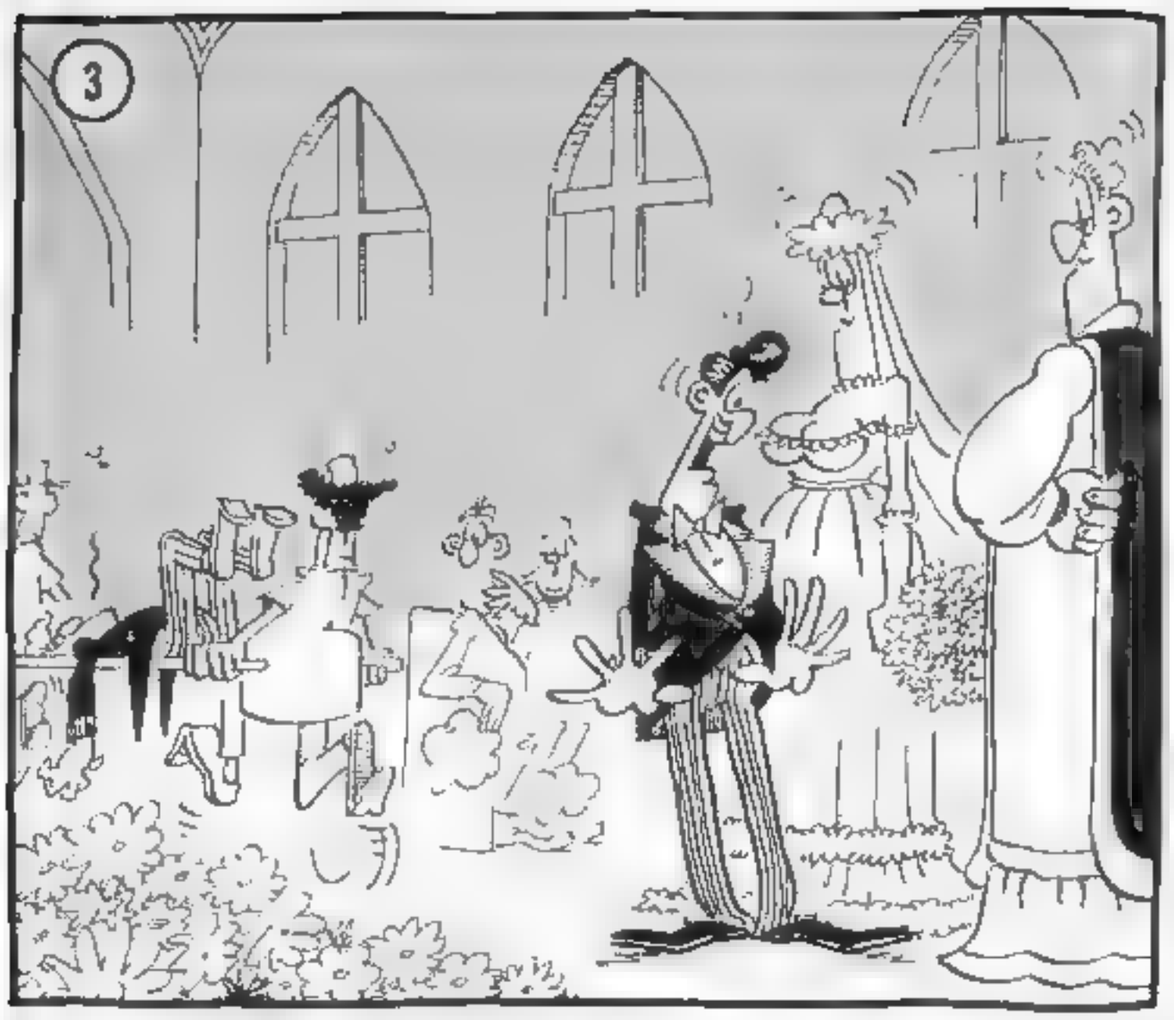
ARTIST: DON MARTIN WRITER: DON EDWING



1
Dearly beloved
AWK!
2


1
. and now the ring, please...
2
You're kidding! Ha ha ha! You don't expect me to wear that! It looks like a prize from Crackerjacks!
3
I told you it wouldn't last...
SHPORK
YARG!
FWAK


1
DING
DING
DING
DING
DING
DING
DING
DING
DING
DING
DING
DING
2
SHIK
SHIK
3


3

4
...we are gathered here together

1

2

3
Meg caught it!
That lucky dog!
KWOP

4

5

6
Dearly beloved, we are gathered here today

THE KARATE KIDDING DEPT.

Kung Fu started many years ago when poor Chinese farmers, who could not afford real weapons, developed self-defense techniques using whatever was available: plow blades, staffs, even benches. Nice idea. But since very few poor Chinese farmers are MAD readers, it made very little sense to us to write an article on Kung Fu. So instead we wrote an article about a self-defense technique the average American could use. A deadly defense called:

HOM

Phone Fu

BLOCKING: *The phone conveniently fits over the hand in a way that allows the steel bottom to deflect your opponent's blows.*

ENSNARLING: *By holding the body of the phone in one hand, and the receiver in the other, you can use the cord to tangle up your opponent.*

OFFENSE: *By holding the cord at mid-length, the receiver may be swung and launched at your opponent. It may also be used for long-distant ensnarlment.*

LAST RESORT: *If you hate violence you can still use the phone to call your enemies in the middle of the night and mutter obscenities.*

ARTIST: GEORGE WOODBRIDGE WRITER: RURIK TYLER

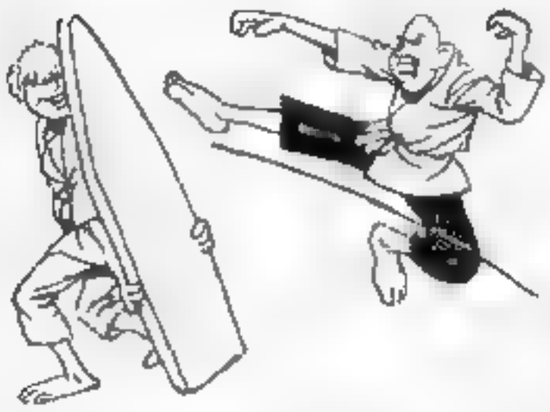
The Links Of Agony

WHIP METHOD: *Grasp one end of a sausage and savagely snap the other end at your enemy!*

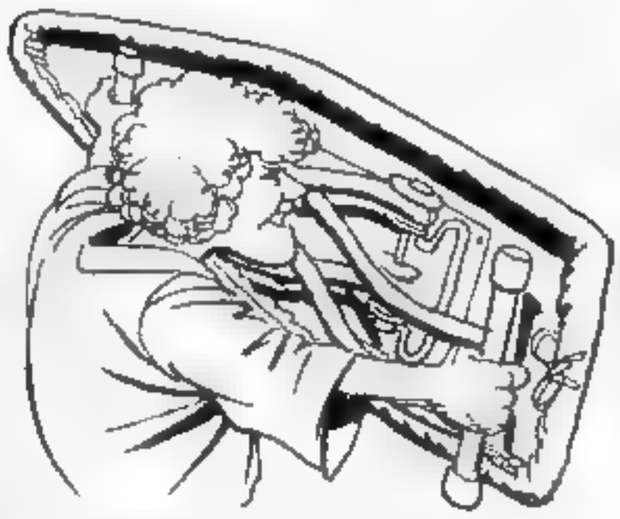
NUNCHAKUS METHOD: *This is a complicated maneuver and is not recommended for beginners!*

PELTING METHOD: *Break up the links, grab an equal amount in each hand, and throw all of them at your opponent!*

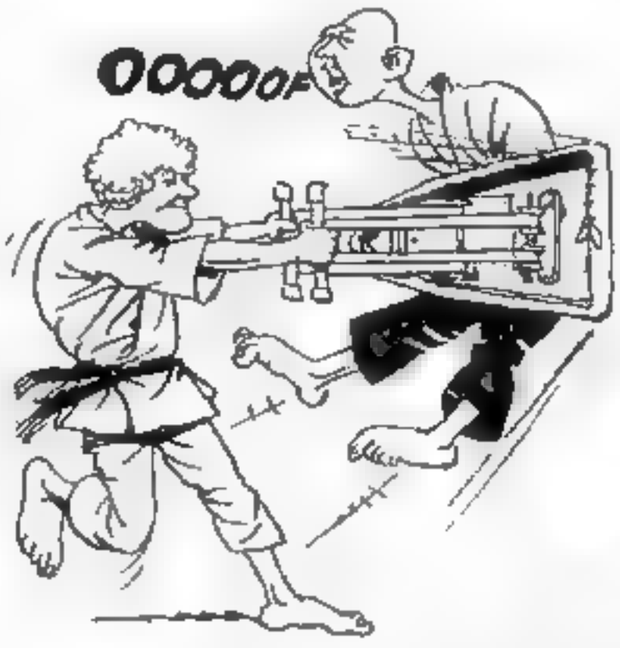
The Iron Ning Board



BLOCKING: *Because the Iron Ning Board is roughly the same length and width as the human body, it makes a very effective blocking tool.*



OFFENSE: *Grasp the feet of the board while it is in the closed position.*



Quickly bring your arms together while aiming at your opponent.

ESCAPE: *If all else fails, you can use the Iron Ning Board to slide down the stairs and beat a hasty retreat.*

E FU!

The Stove Of Death

OFFENSE: *Even an empty stove can provide you with a deadly weapon!*

Grab the burner guard as shown.

In a quick motion, hurl the burner at your opponent!

IMPORTANT! *Do not use this technique if you have just been cooking something!*

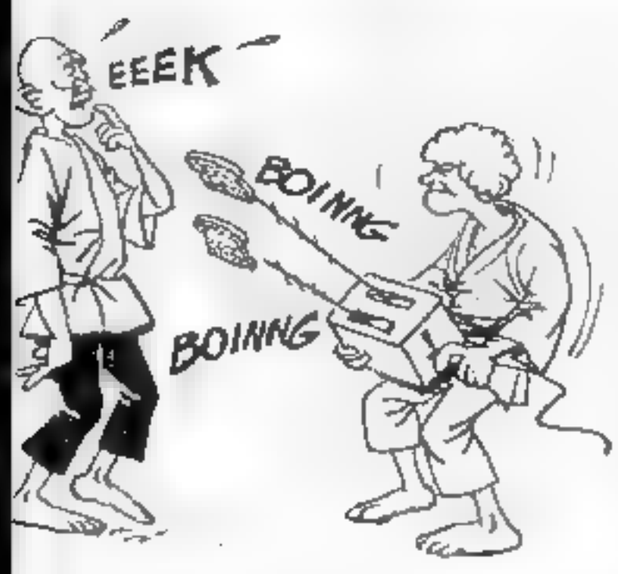
The Oven Mitts Of Death

PREPARATION: *Oven mitts offer the same benefits that boxing gloves do —they protect your hands in combat!*

They are quick in that they fit either hand, thereby avoiding confusion at critical moments.

OFFENSE: *When stuffed with a potato they make an effective long distance weapon.*

Other Home Fu Maneuvers



Twin Slices Of Doom!

Kung Fruit!

Drawer Of Destruction!

Fridge Fu!

BLAME DROPPING DEPT.

OTHER MUCH NAMED FOR THE

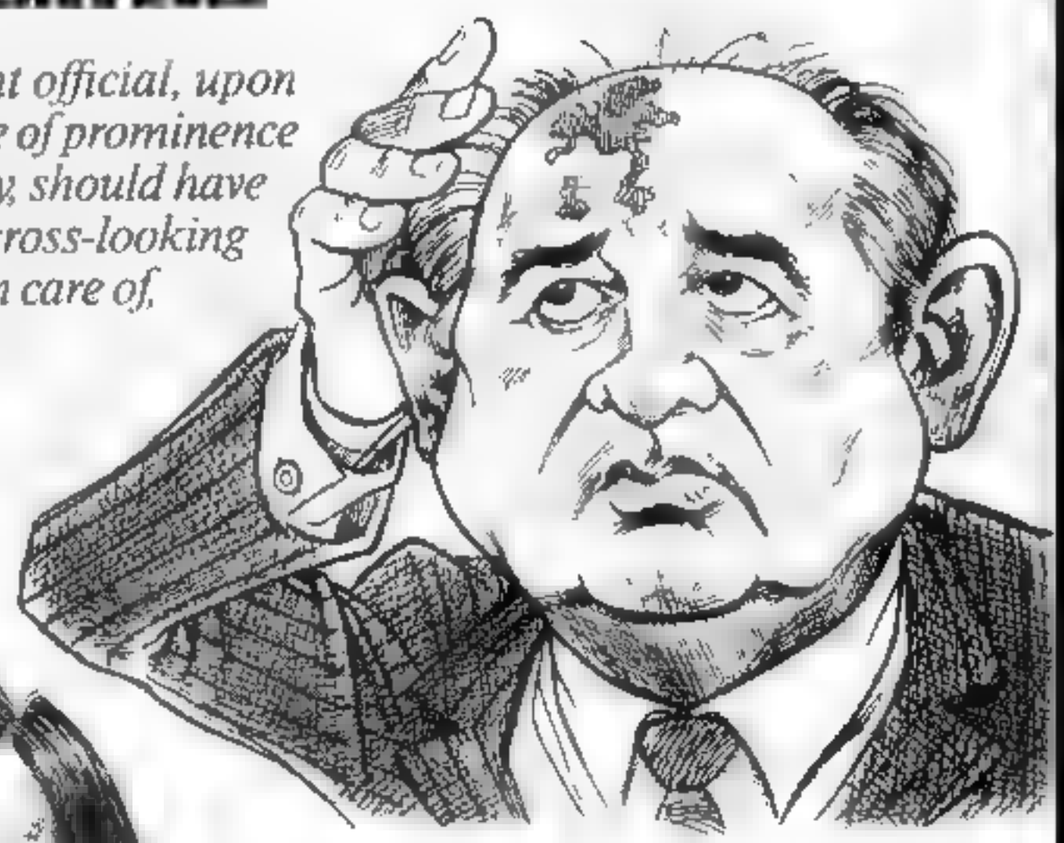
You've really arrived when a new rule is made just for you! Take NY Jet Mark Gastineau. He jumped and screamed so much after every QB sack the the NFL banned that sort of stuff—and that became known as "The Gastineau Rule." We think that makes a lot of sense! In fact, we know of several people whose behavior calls for similar measures! That's why we're offering...

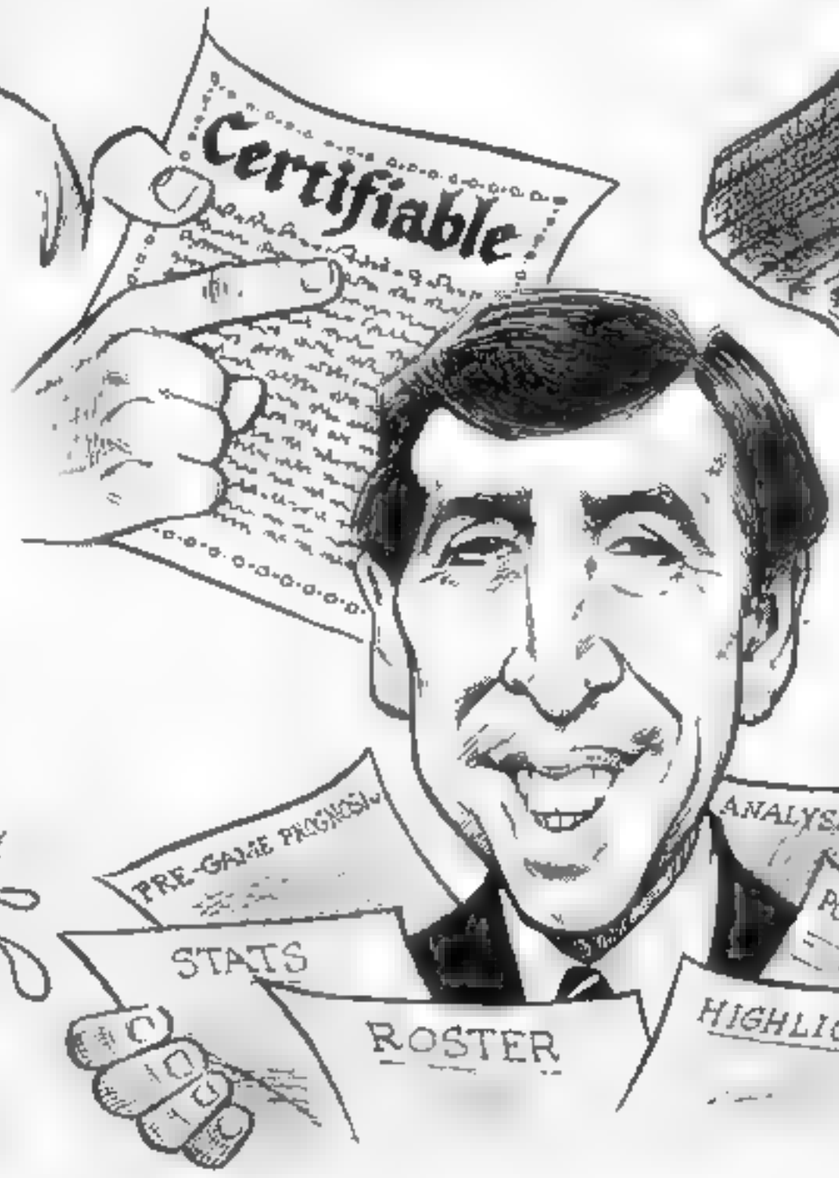
THE STEINBRENNER RULE

All prospective major-league baseball team owners MUST—as a condition for sale approval—SUBMIT TO and PASS a psychiatric evaluation

THE GOMEZ NEW RULE

ANY government official, upon assuming a place of prominence in his/her country, should have ALL bizarre or gross-looking birthmarks taken care of, PRONTO!





THE MUSBURGER RULE

The combined running-times of all pre-game, post-game, game-highlight or game-analysis programs SHALL NOT exceed the running-time of the game itself.

THE SCHROEDER-COLEMAN RULE

Formerly "cute" child actors shall be BARRED from appearing in any public theatrical production during puberty.

THE DOLOREAN RULE

Pleadings for sympathy through the public media shall be RESERVED for those persons whose net worth is UNDER one million dollars.

NEEDED RULES
IRKSOME PEOPLE WHO INSPIRED THEM

ARTIST: SAM VIVIANO WRITER: MIKE SNIDER

THE REAGAN RULE

High-level members of the U.S. Government are PROHIBITED from simply "making up" facts to support their positions.

THE COSBY-HOUSEMAN RULE

Employment as a "Celebrity Spokesperson" is considered a SIDELINE to an acting career— NOT a career in itself

THE DONAHUE RULE

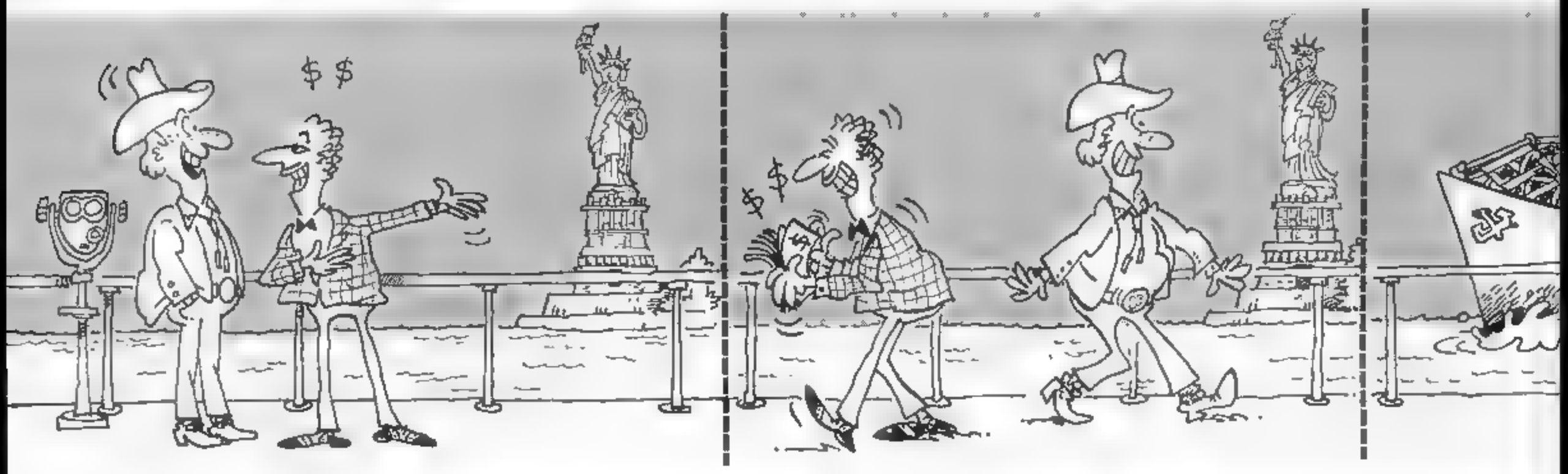
a) Issue-oriented talk shows MAY NOT have more than one (1) show per month on the topic of "Obese Lesbian Surrogate Mothers." b) Talk show hosts are limited to interrupting their guests a MAXIMUM of one (1) time per sentence

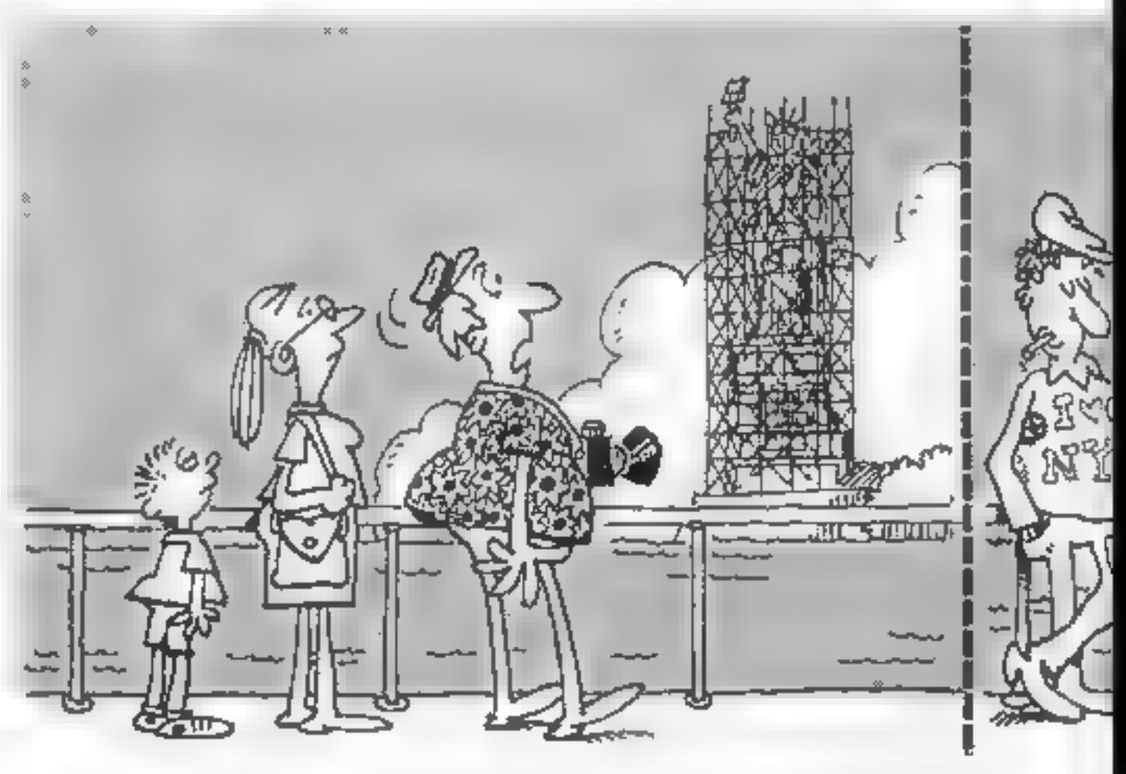
THE PRINCIPAL RULE

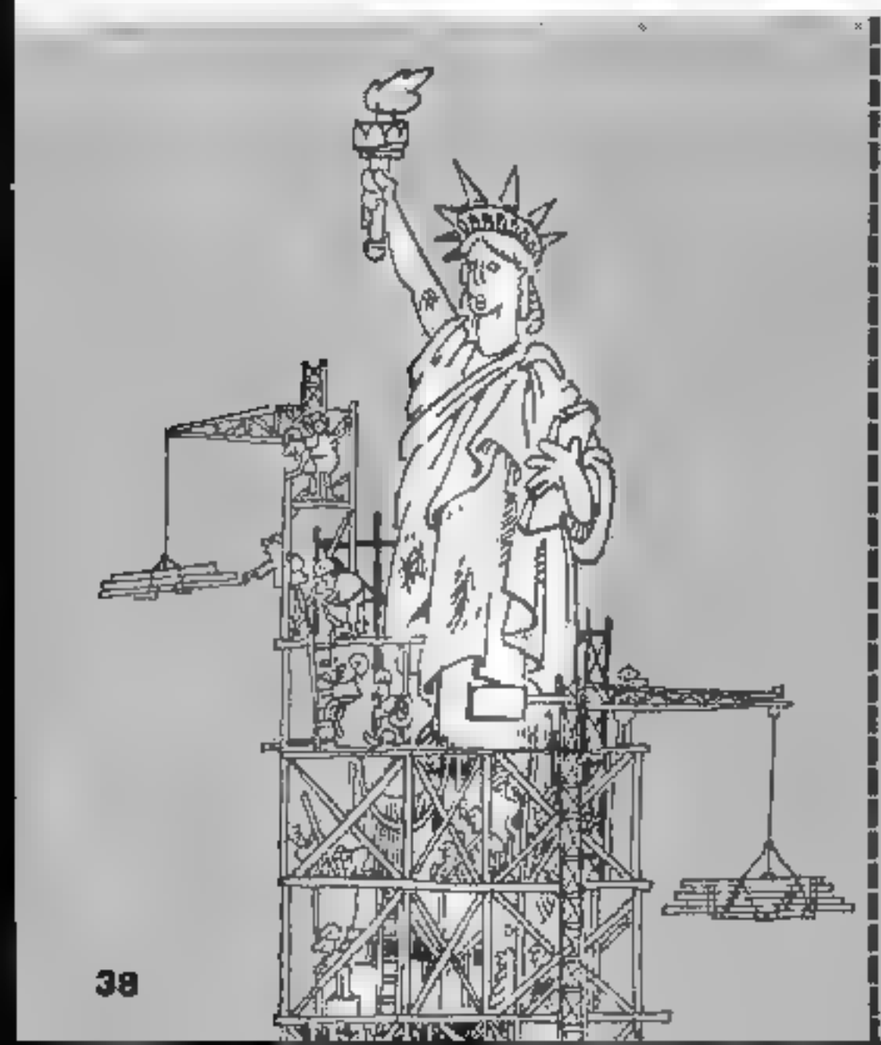
Purveyors of exercise work-out books, records or videotapes MUST possess some qualification to do so, OTHER THAN "looking good in a pair of tights."

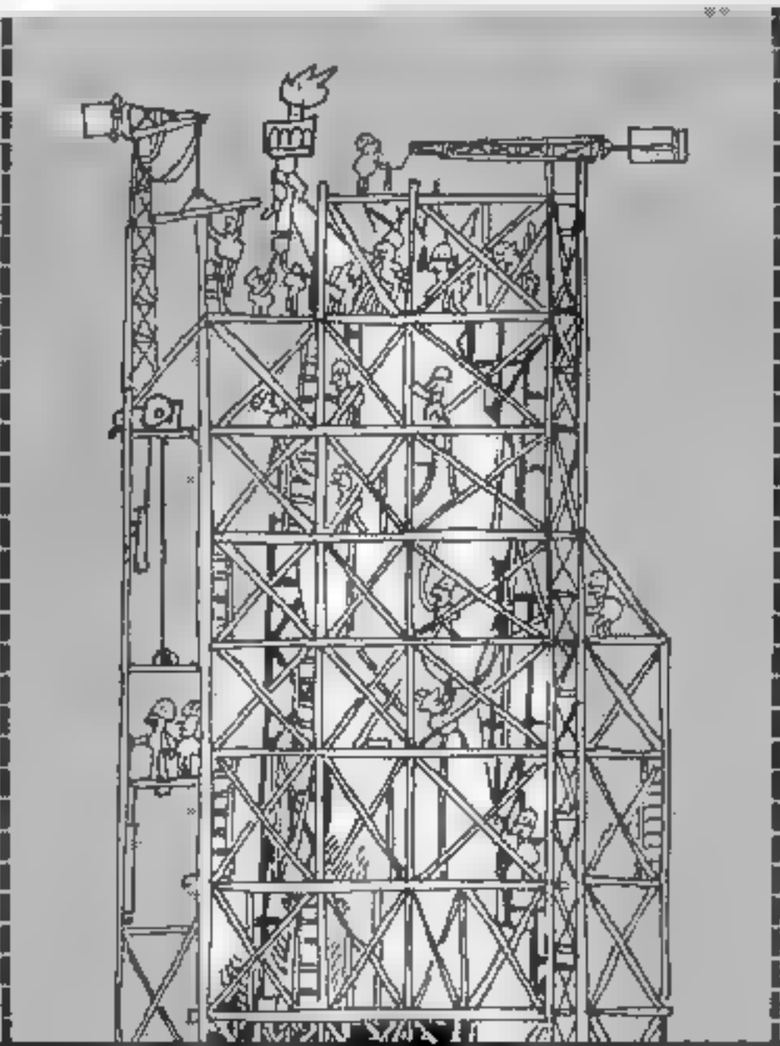
SERGIO ARAGONES DEPT.

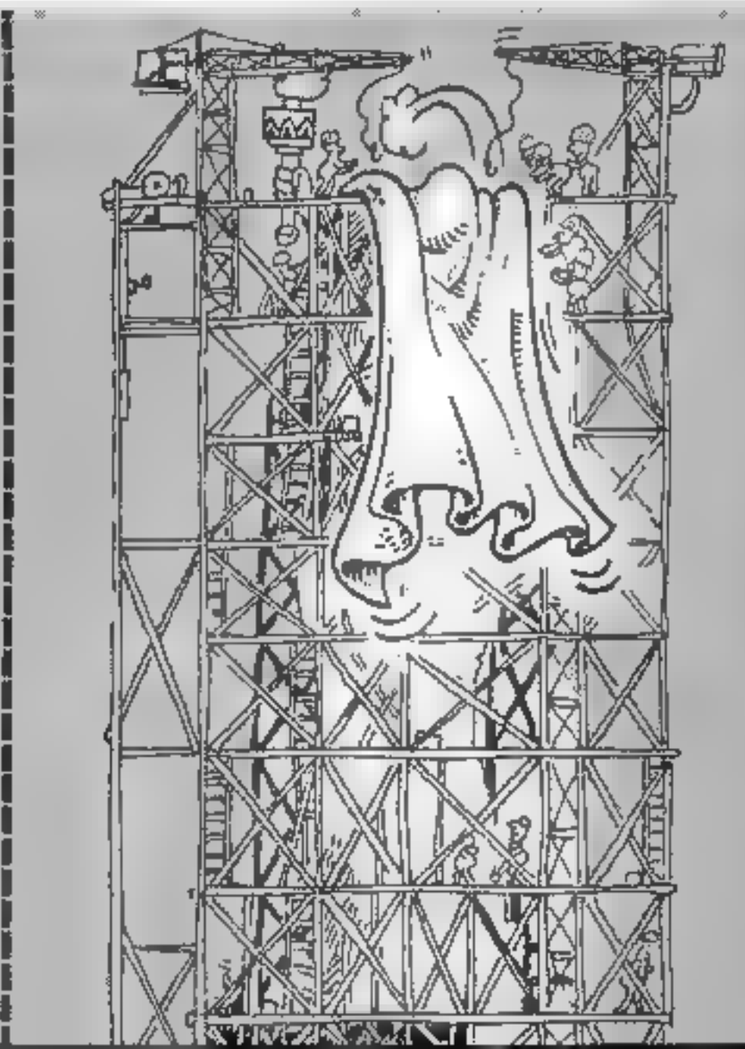
A MAD LOOK AT



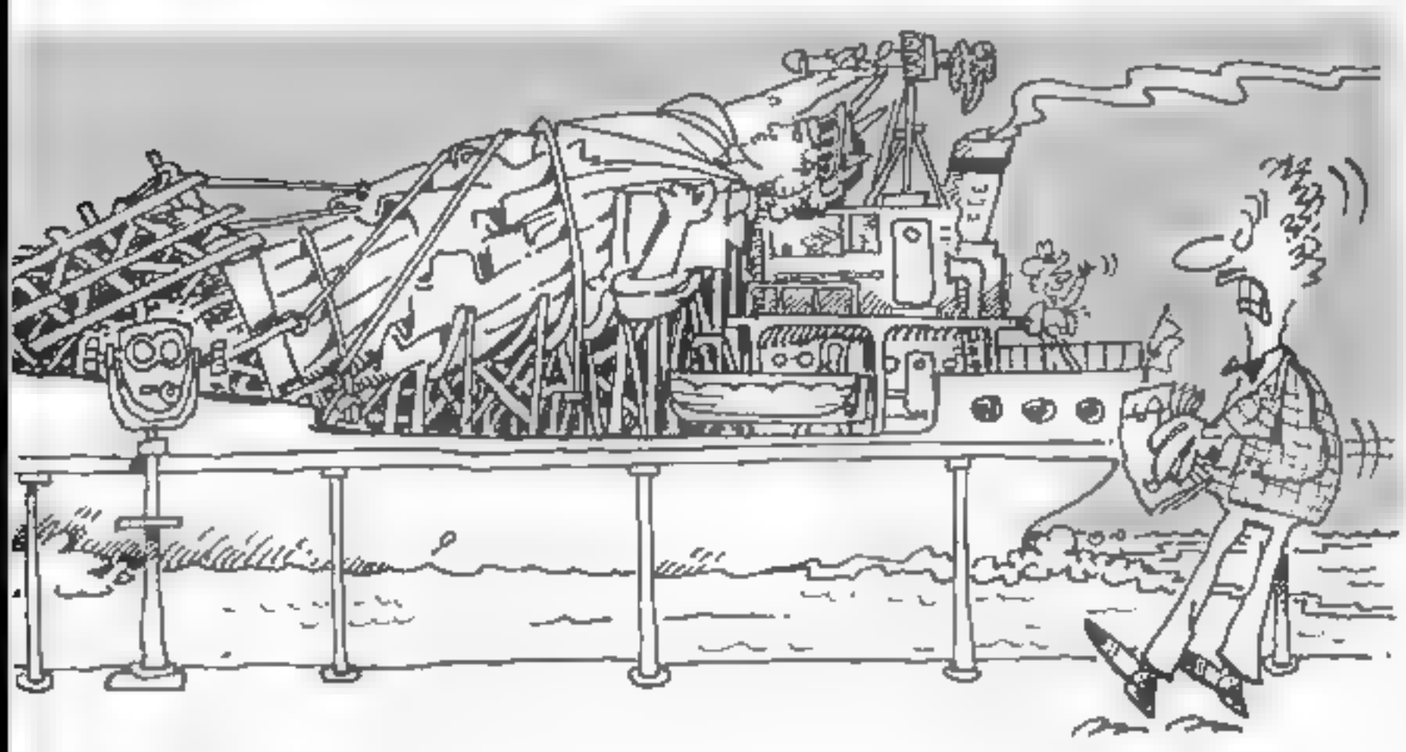




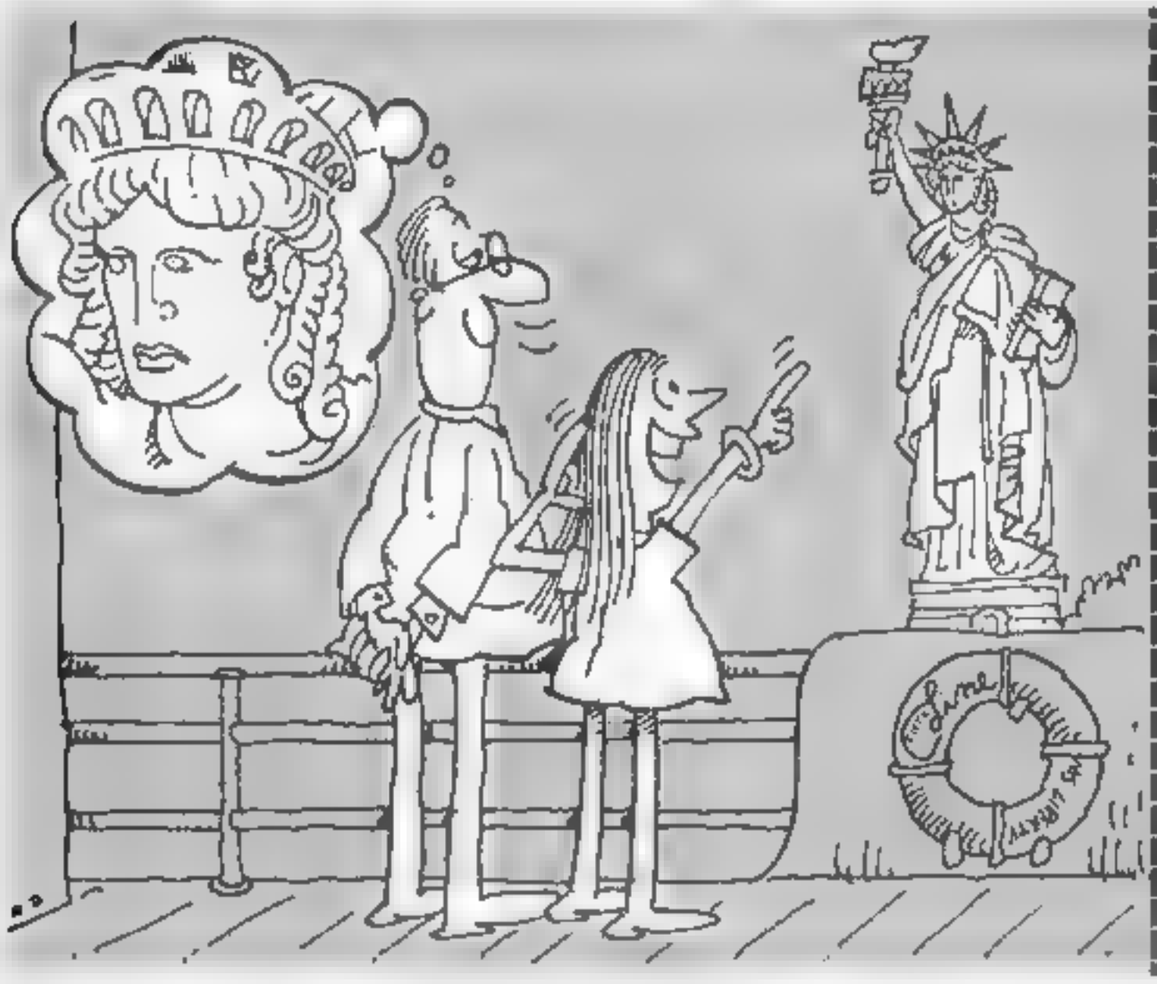




MS. LIBERTY

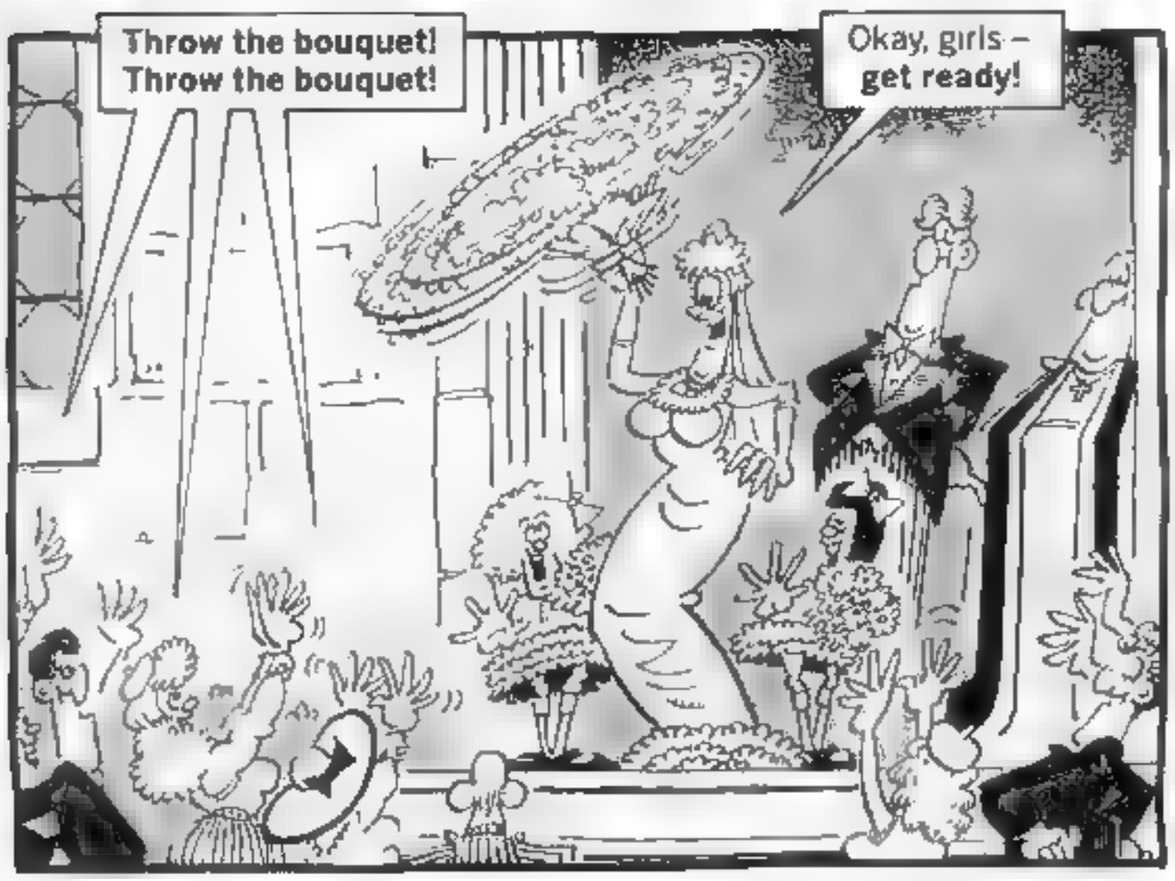


ARTIST AND WRITER. SERGIO ARAGONES



AT THE WEDDING OF FRED HEMMES

CHEF, CATERER, AND MEMBER OF THE NATIONAL RIFLE ASSOCIATION



ARTIST: DON MARTIN WRITERS: CHARLIE KADAU AND JOE RAIOLA

What's the matter with our son?
He wishes he was Jerry?
He saw Jerry making love to the maid and now he's jealous.
We should be so lucky! He wishes he was the maid!
This is some family! The only one who shows anything remotely like an understandable human emotion is the dog!
Whose leg do you have to rub up and down against to get out of this picture?
HOBOSEXUAL DEPT.
Some afternoon when your brain doesn't feel like doing anything, you might want to take it to this dopey flick. It's about people you wouldn't want to know who get to know somebody else you wouldn't want to know. So settle back and don't pay any attention to the
WRITER: STAN HART
ARTIST: MORT DRUCKER
CLOWN AND OUT IN BEVERLY HILLS
PARKING
Multiplex THEATRE
ROCKY in BEVERLY HILLS
BEVERLY HILLS RAMBO
BEVERLY HILLS POLICE ACADEMY
Friday the 13th IN BEVERLY HILLS
BEVERLY HILLS SUPERMAN
BEVERLY HILLS Cop XXIV
I understand in this film Bette Midler plays a brash, loudmouthed Yenta.
You mean it's a documentary?!
Now that's what I call exploitation!
EXPENSIVE RODEO DR STORE
MORT DRUCKER

CARITTA

My **dog** ran away! My **dog** ran away! **Sob! Sob!**

Mommy is that a **bag person?**

No, darling. In **Beverly Hills,** bag people carry **Gucci** bags.

Can we take that poor man **home?** He could stay in our **backyard.**

What on **earth** would **we do** with him?

Couldn't we use him as **ferti-lizer?**

STENCH COAT

YAMA HA HA

I feel very **amorous** tonight!

Like **what?**

Stop! Can t you see I'm busy **thinking** about something?!?

Like a new **excuse** why **not** to go to **bed with you!**

CLOSE ENCOUNTERS OF THE WORST KIND

Something is **wrong!** I'm a **millionaire,** but I've **nothing** to show for it! What's worse, I've got a **wife** who's a **sucker** for every new **fad.** She says when one **meditates,** one's **spirit** is **freed** to go **where** it wants to **go. Her** spirit goes **shopping!**

My **daughter** won't **eat...**

Daddy! That;s **just not so!** See, I'm eating a **Ritz cracker!**

Good darling! Just don't **ruin** your **ap-petite** for **dinner!**

Th s **is** dinner!

ANNA RITZ SICK

My **son,** I don't even want to **talk about !** He's the only **boy** in his gym class who wears a **training bra!** Maybe I've done something **wrong**...Hmm **nah!** I've got to find some **activity** around the house that will take my mind off my **troubles!**

BOYS WHO WHINE BECOME GROAN MEN

ANON

I think I **found it!**

CAPITALISM GO HOME!

UNDERCOVER FOREIGN AFFAIRS

FUNERAL HOME

RESTAURANT

I **hope** you're not "going **all the way**" with your **boyfriend.**

Oh daddy! You're so **Stone Age** about things like **that! Mommy** doesn't **agree** with you.

Unfortunately that's **true!** I don't believe in sex **before** marriage, your **mother** doesn't believe in sex **after** marriage! **Go figure!**

CHARTER AIR LINES

MANGERMAN

It's a **false alarm.** The **dog** pressed it by **mistake.**

Hey, I live next door and I don't get this kind of **police protection** when **my** alarm goes off! How come? Is it because I'm **black** and blacks ain't supposed to live in **Beverly Hills**—the **white man's** city?!

That's not **so!** We don't respond to **your** calls because **you're protected** by the **best cop** in **Beverly Hills!**

LAPD

COPPER CHOPPER STASH

GOOD GOLLY MISS MOLLY!

NICK + MEG

Did you see someone **jump in?**

Yes. A **dirty, filthy bum!** He's going to leave some **ring** around our **pool!**

He's trying to **kill** himself in **there!!**

Get him **out!** If he wants to commit **suicide,** let him **flush** himself to death in our **toilet!**

THE DEEP

Yeah, things haven't gone **well** for me since **I discovered** the **vaccine** for **polio.**

I thought **Salk** did **that.**

That's what they **want** you to **think!** Then, after **I invented** the **Apple Computer...**

Didn't **Steve Wozniak** invent **that?**

Who do you think he **stole** the idea *from?* It was right after I **broke up** with **Princess Margaret.**

When was **that?**

About the time I **unlocked** the **genetic code** in **D.N.A.**

I'd think you were **lying** to me if it weren't for **one thing.**

What is **that?**

I'm a **schmuck.**

BLUE STEER

I changed my mind about Jerry. He's really got a lot to offer!

So you're starting to see him in a different light?

Yeah, the bed lamp!

Hold it! I don't believe in sharing my wife with a bum!

There will be no sharing. You're out!

LOSING A BETTER

There are some things I can overlook and some things I can't!

Like my having an affair with your wife?

No, that I can overlook! Having sex with my maid really gets me steamed!

I never have sex on a first date!

This isn't a date.

In that case, let's go!

MOM

MAID

DAUGHTER

SON

She's eating!

That's right!

Wow! That is good news!

The bad news is that I only eat after we have sex.

Hey, why're you chasing Santa? Don't you like what he gave you for Christmas?

It's not what he gave me that I'm sore about! It's what he gave my wife, my maid and my daughter!

What was that?

HERPES!

SOFA'S CHOICE

I'm going to leave you the same way I found you!

You mean as a bum in the gutter?

No! As a stiff on the bottom of the pool!!

JAWS

Why did you lie to all of us?

I gave you all something. I gave you the illusion you were helping a fallen but noble person. I gave your wife her sexuality; your daughter her appetite; your maid the will to do windows; and your son the hope that some day we will go out dancing together!

Yeah, you made us happy. But by stereotyping us as small-minded and materialistic, you made some other people even happier.

Who?

COMPLIMENTS OF THE DREYFUS FUND

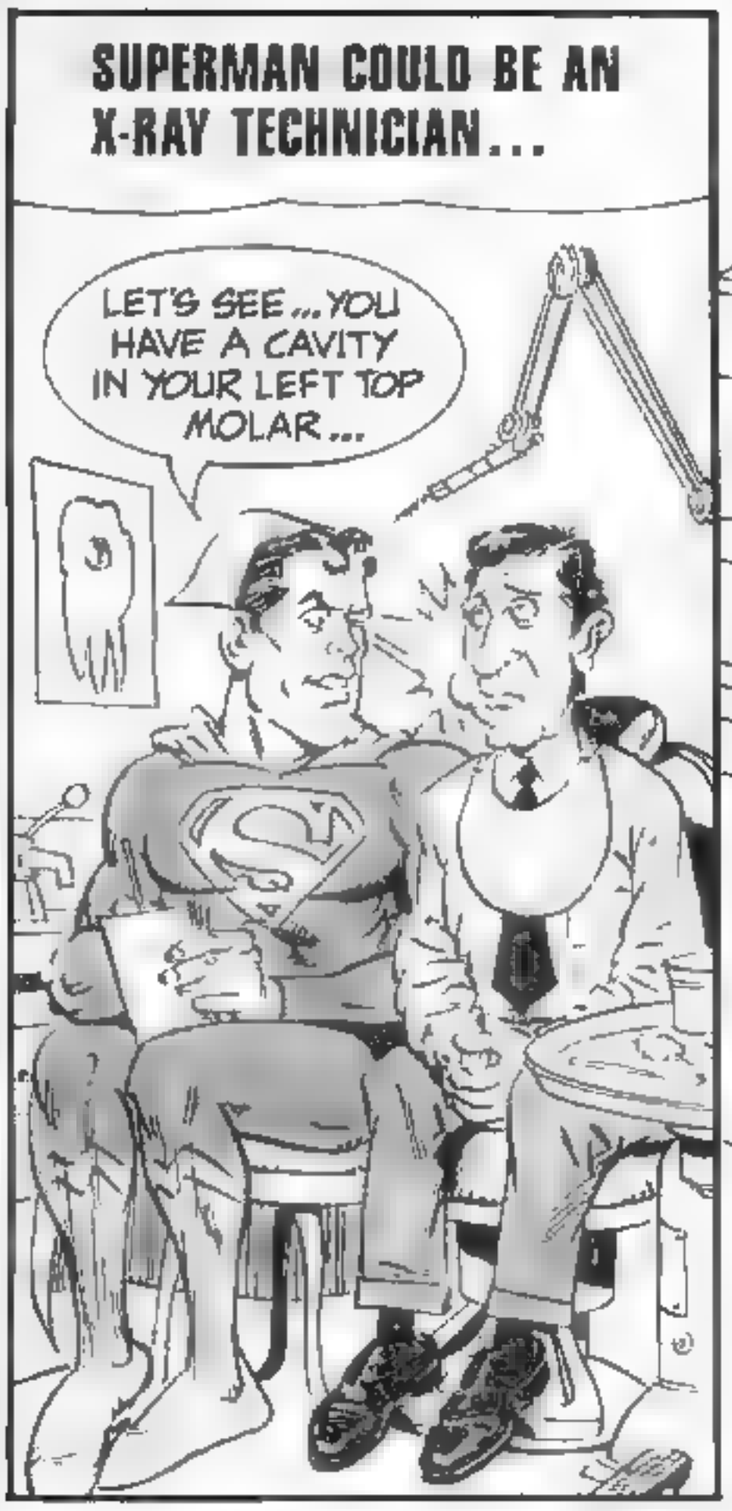
44

Anti-Semites!

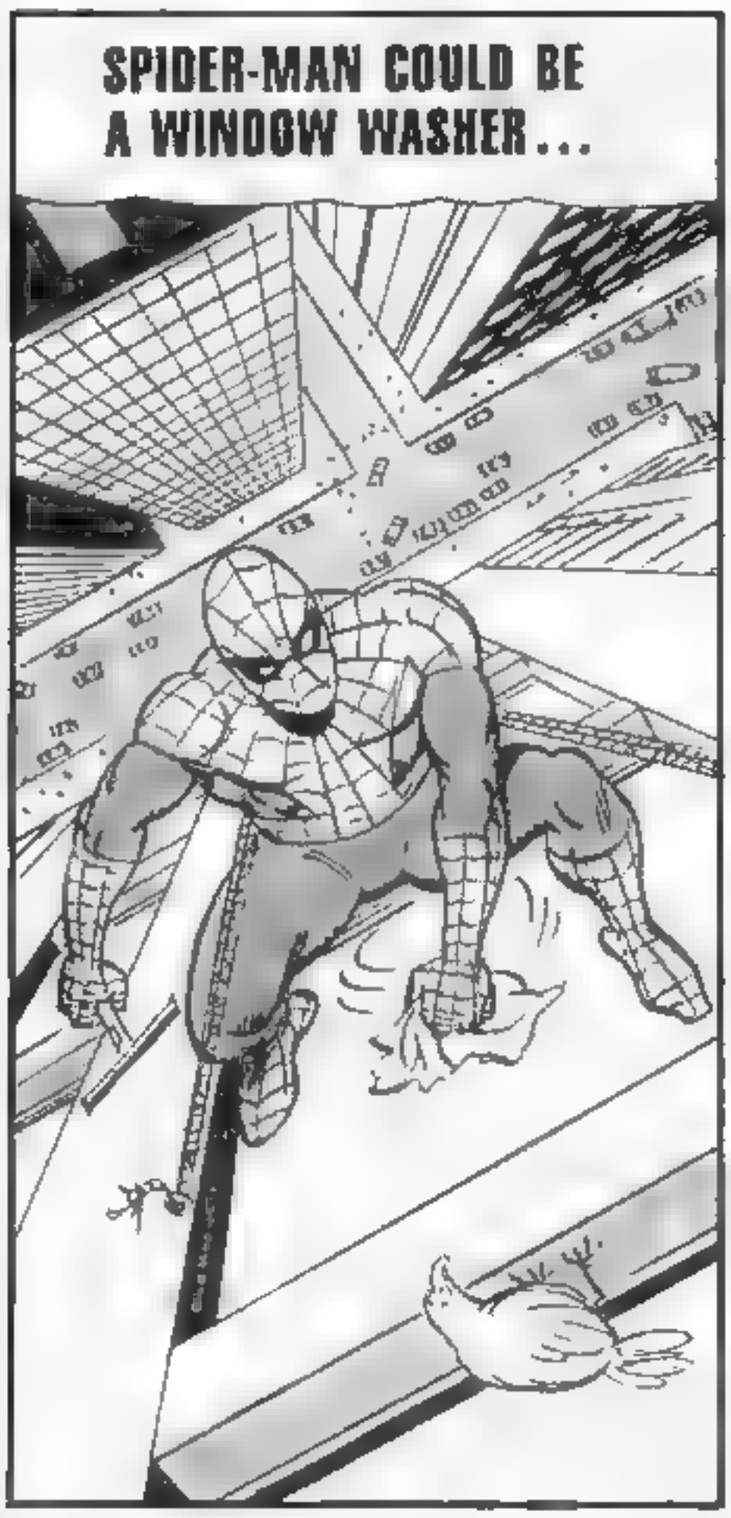
WHITE MAN 42

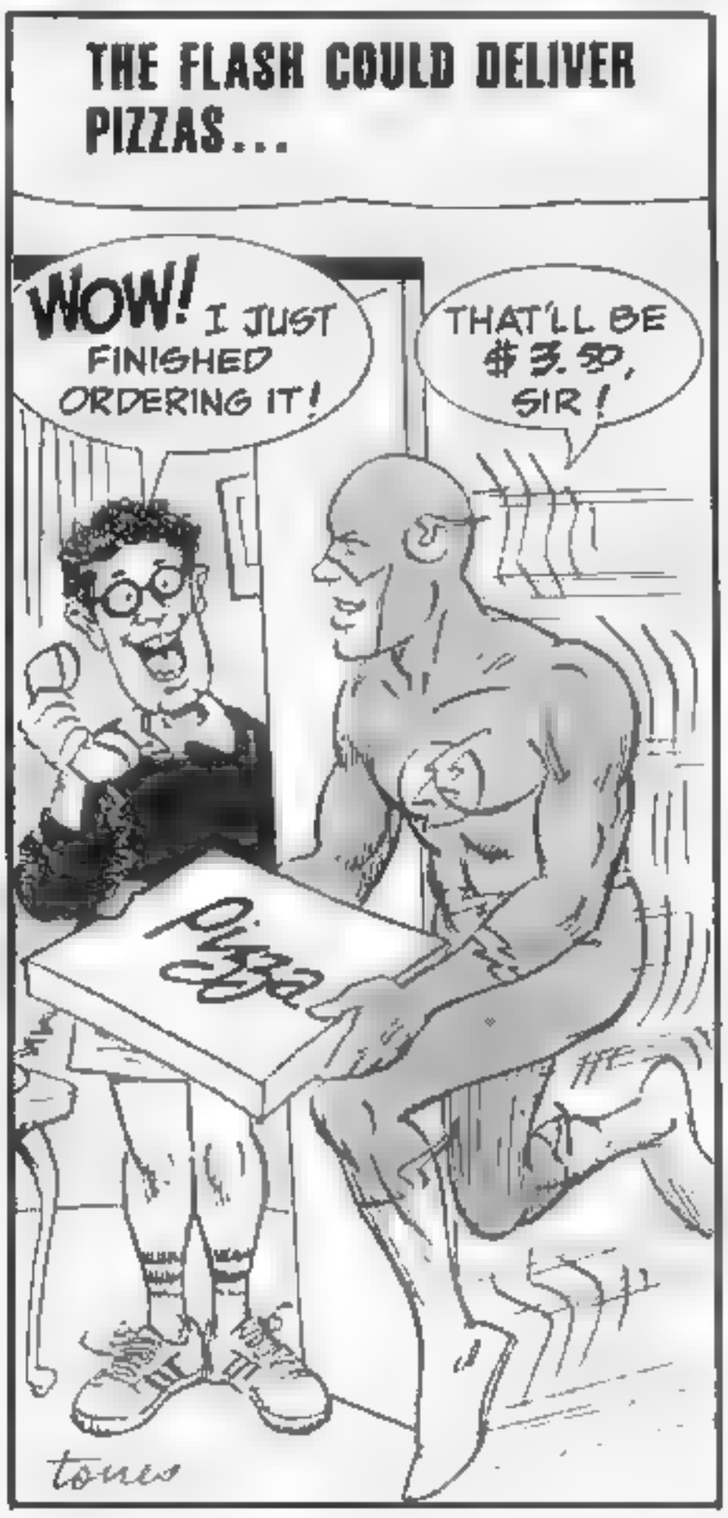
MOSCOW ON THE HUDSON

IF SUPER-HEROES NEEDED EXTRA MONEY



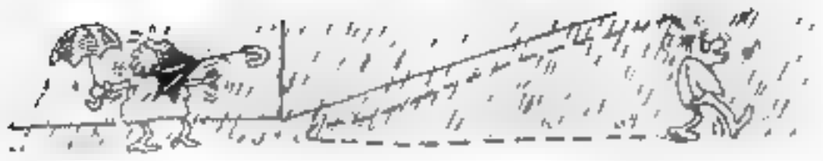
ARTIST: ANGELO TORRES WRITER: BOB SUPINA





Back in MAD #234, we gave guys hints on "How To Pick Up Girls." Our mail response showed that liberated women of today want equal time when it comes to learning pick-up lines guaranteed to impress great hunks. So, ladies (and, ahem, certain gentlemen) we now present the following batch of ice-breakers, Your guide to...

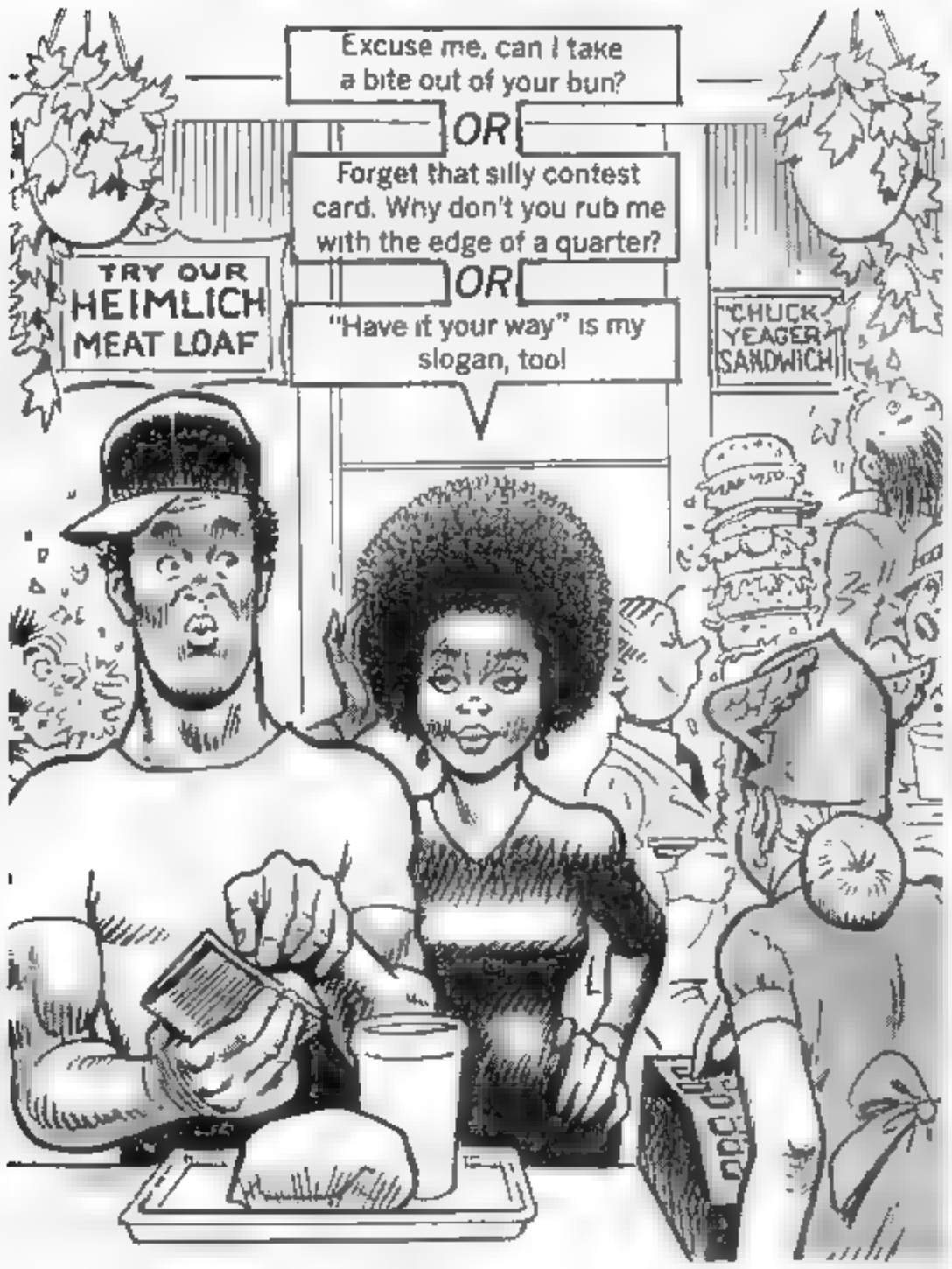
HOW TO PICK UP GUYS



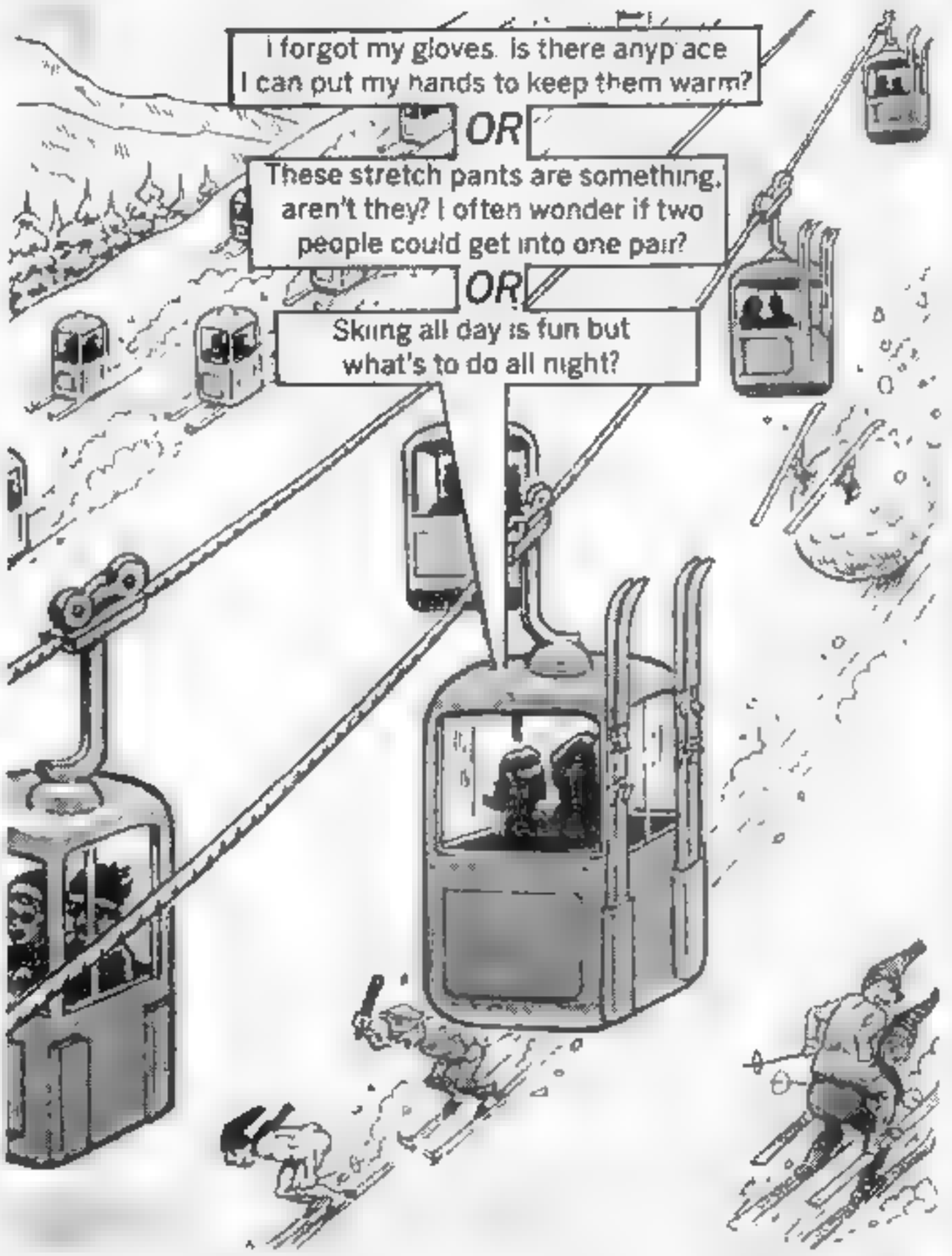
AT A FOOTBALL GAME

That's me they re talking about in the huddle!
OR
Hi, my panties are made of Astroturf!
OR
I keep having this reoccuring dream that an entire football team tackles and lands on top of me. I wonder what it means?
I HATE FOOTBALL POSTERS MADE CHEAP
HOO U.
HI THERE

AT A FAST FOOD HANGOUT


Excuse me, can I take a bite out of your bun?
OR
Forget that silly contest card. Why don't you rub me with the edge of a quarter?
OR
"Have it your way" is my slogan, too!
TRY OUR HEIMLICH MEAT LOAF
CHUCK YEAGER SANDWICH

AT A SKI RESORT


I forgot my gloves. Is there anyp ace I can put my hands to keep them warm?
OR
These stretch pants are something, aren't they? I often wonder if two people could get into one pair?
OR
Skiing all day is fun but what's to do all night?

AT A PERSONAL COMPUTER STORE

Wanna come home and see my software?

OR

What's a joystick?

OR

I like computers, but I still think love is the Basic language!

AT A HEALTH CLUB

I don't mind exercising by myself, but I really hate to shower alone

OR

Am I crazy or are my leotards splitting up the middle?

OR

This exercise stuff is boring. I wish I could find another way to get my heart pumping for at least a half hour

ARTISTS: WILL ELDER AND HARVEY KURTZMAN WRITER: ARNIE KOGEN

AT A SUPERMARKET

Excuse me, is there a food that cures nymphomania?

OR

Do my melons look ripe to you?

OR

You can go ahead of me if you like. I live alone so there's no need for me to rush back to an empty apartment

Fr... Melons

AT A BOOKSTORE

Excuse me, I'm looking for 'The Joy Of Sex.' Can you help me find it?

OR

Hi. I see you can read without moving your lips. I like that in a guy!

OR

Pardon me, sir. In this new Sidney Sheldon best-seller, do you know which pages have the hot parts?

PAPER BACKS

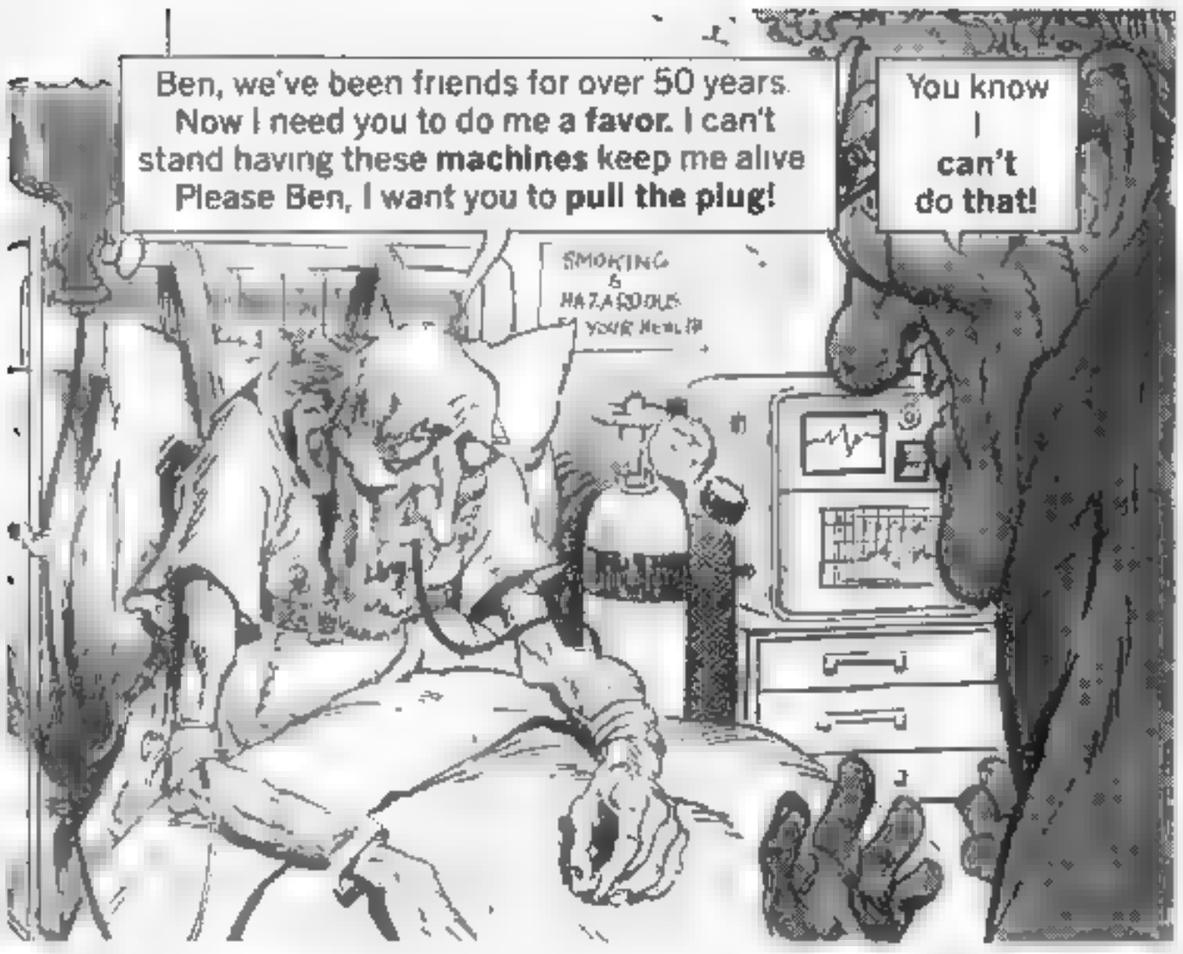
FICTION

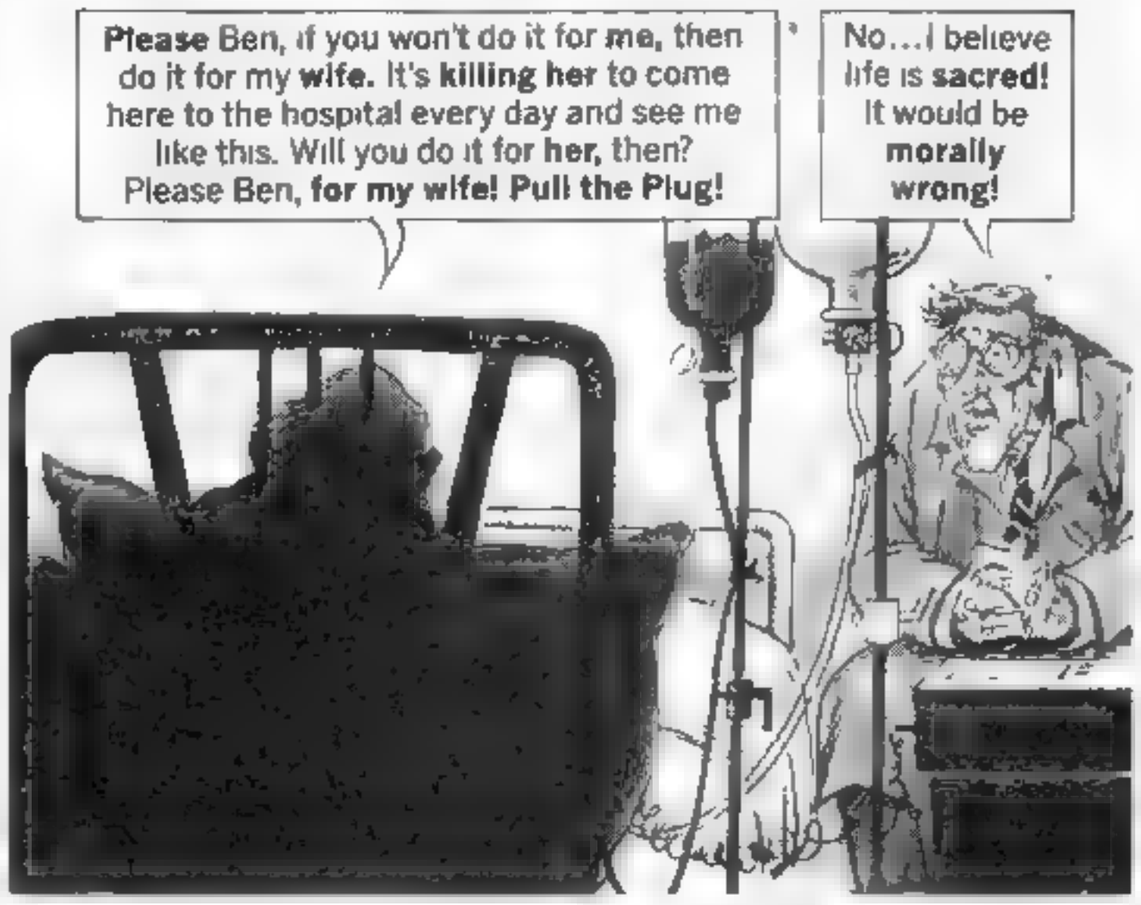
BANNED BOOKS

WEHK

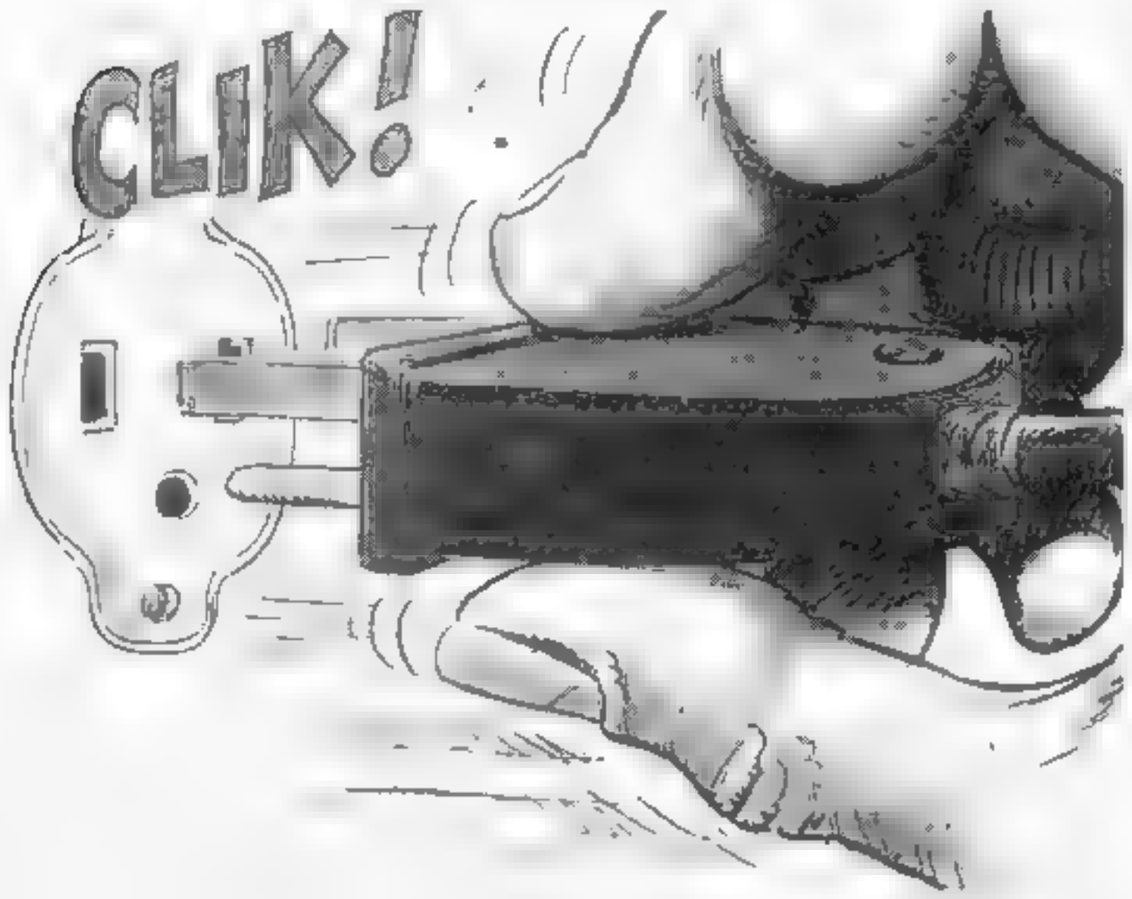
DEPARTING SHOTS DEPT.

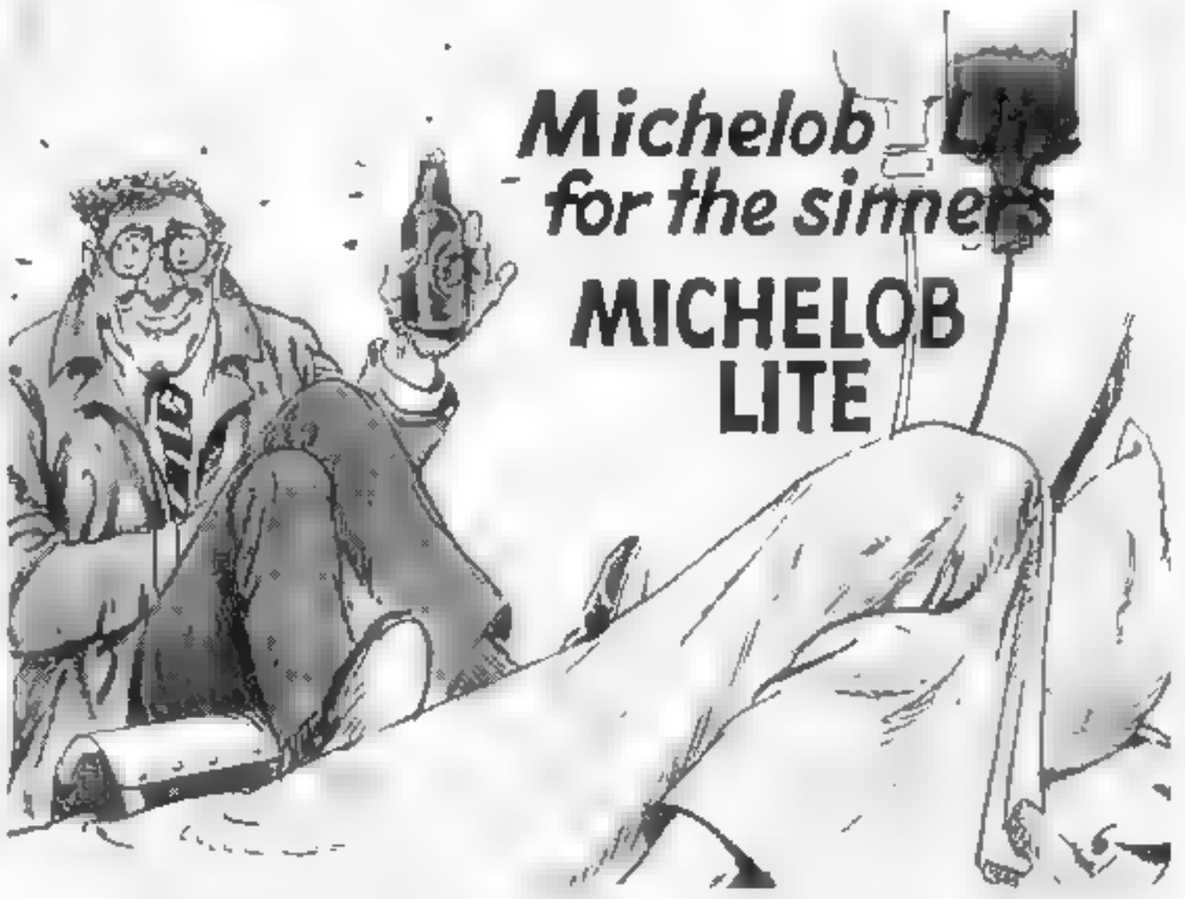
AT THE BEDSIDE, PART II


Ben, we've been friends for over 50 years. Now I need you to do me a **favor.** I can't stand having these **machines** keep me alive Please Ben, I want you to **pull the plug!**
You know I **can't** do **that!**
SMOKING IS HAZARDOUS TO YOUR HEALTH

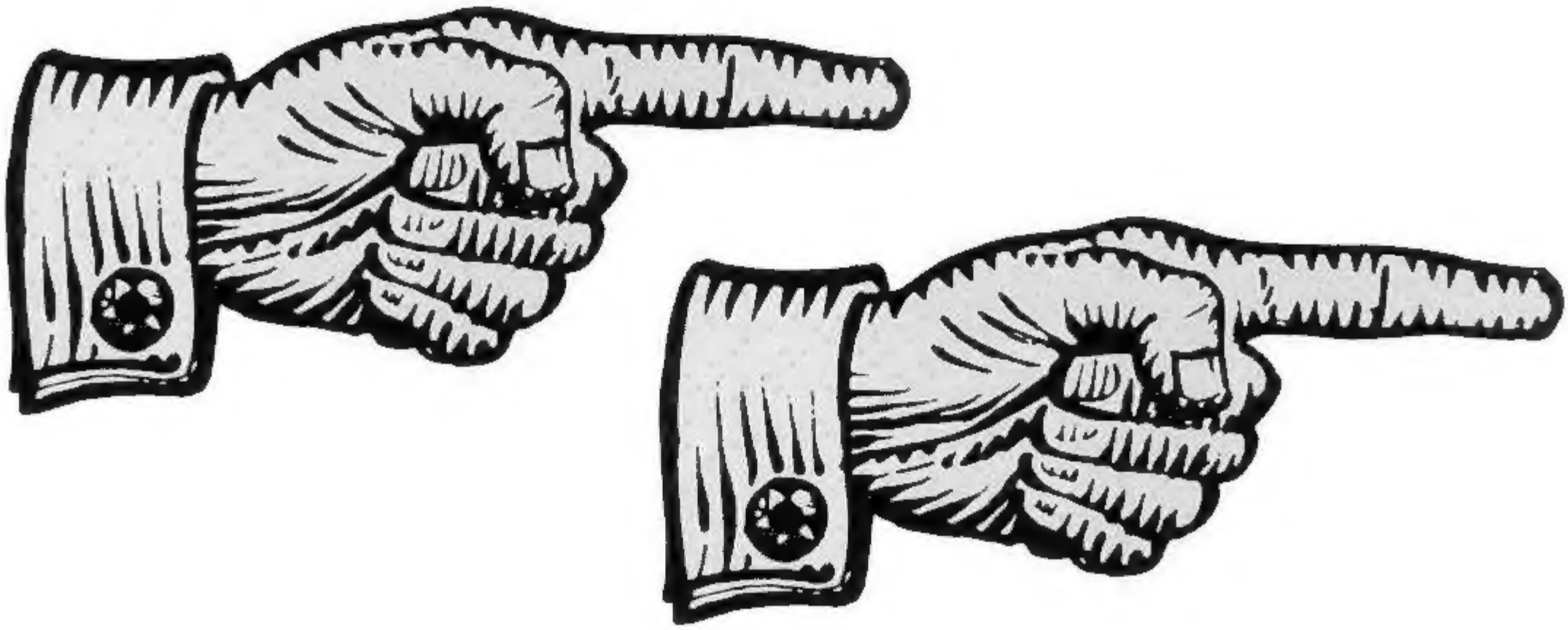

Please Ben, if you won't do it for **me,** then do it for my **wife.** It's **killing her** to come here to the hospital every day and see me like this. Will you do it for **her,** then? Please Ben, **for my wife! Pull the Plug!**
No...I believe life is **sacred!** It would be **morally wrong!**

All right, Ben. You win. I have a little **money** put aside It's not much, but if you do this for me, it's **all yours.** Please Ben, **pull the plug! PULL THE PLUG!!**
It's **against** my **religion! I can't!**



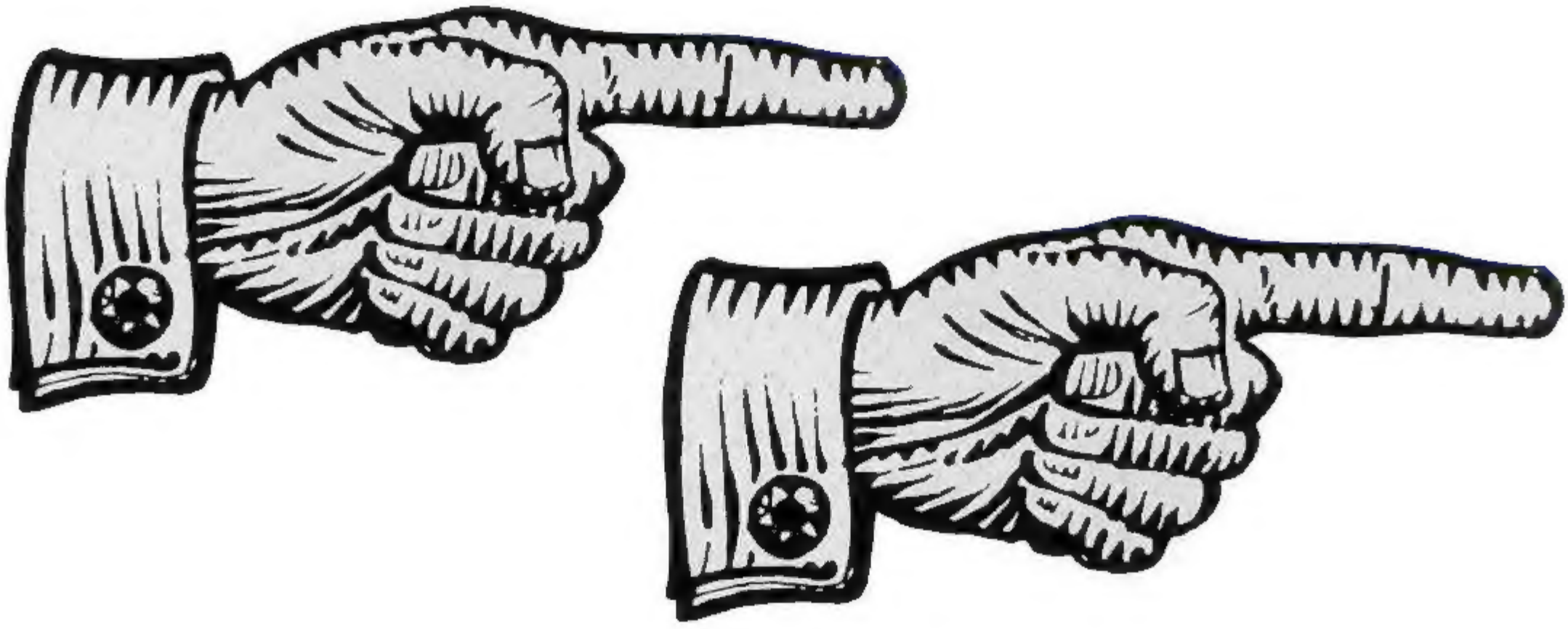


ARTIST: HARRY NORTH WRITER: JOHN PRETE



Nothing to see here!

Please skip ahead.



WHERE CAN YOU FIND THE MOST DAZZLING, COLORFUL WILDLIFE ON DISPLAY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

The world's wildlife forms a kaleidoscope of color and design. To find out where you can see the world's most eye boggling examples, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"

ANIMALS COME IN MANY COLORS AND DESIGNS. TO GET A REAL FEEL FOR THIS WE MUST GO WHERE ANIMALS FLOCK IN GREAT NUMBERS. ONLY IN SUCH LARGE CONCENTRATIONS WE CAN SEE NATURE'S VIVID WORKS OF ART.

WRITER AND ARTIST:
AL JAFFEE

A► ◄B

WHERE CAN YOU FIND THE MOST DAZZLING, COLORFUL WILDLIFE ON DISPLAY?

FOLD PAGE OVER LIKE THIS!

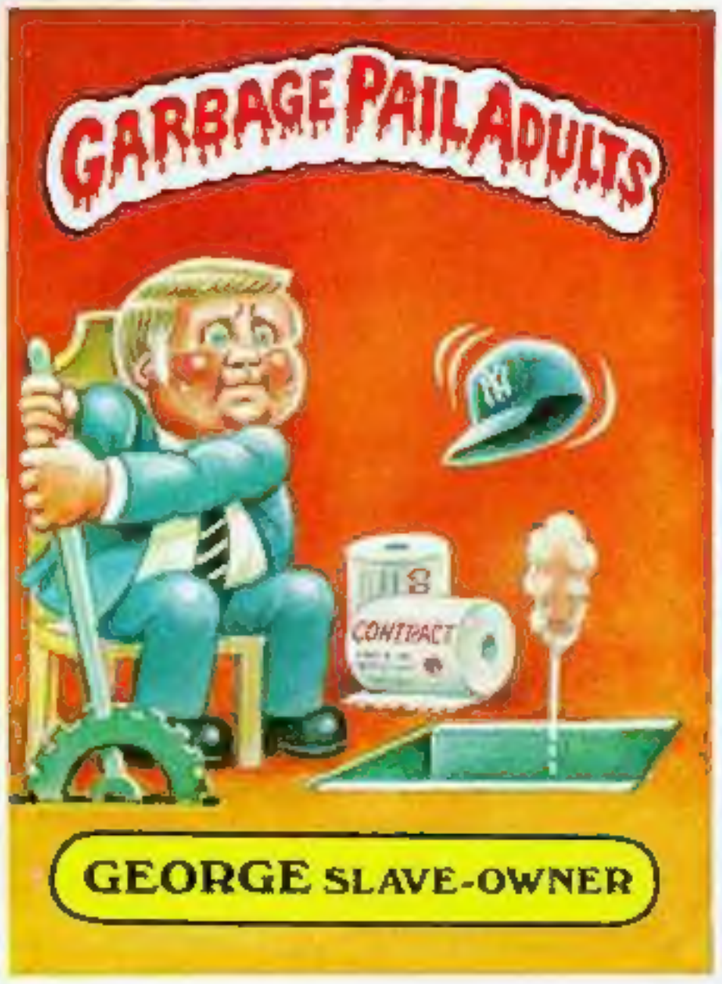
A►◄B FOLD BACK SO "A" MEETS "B"

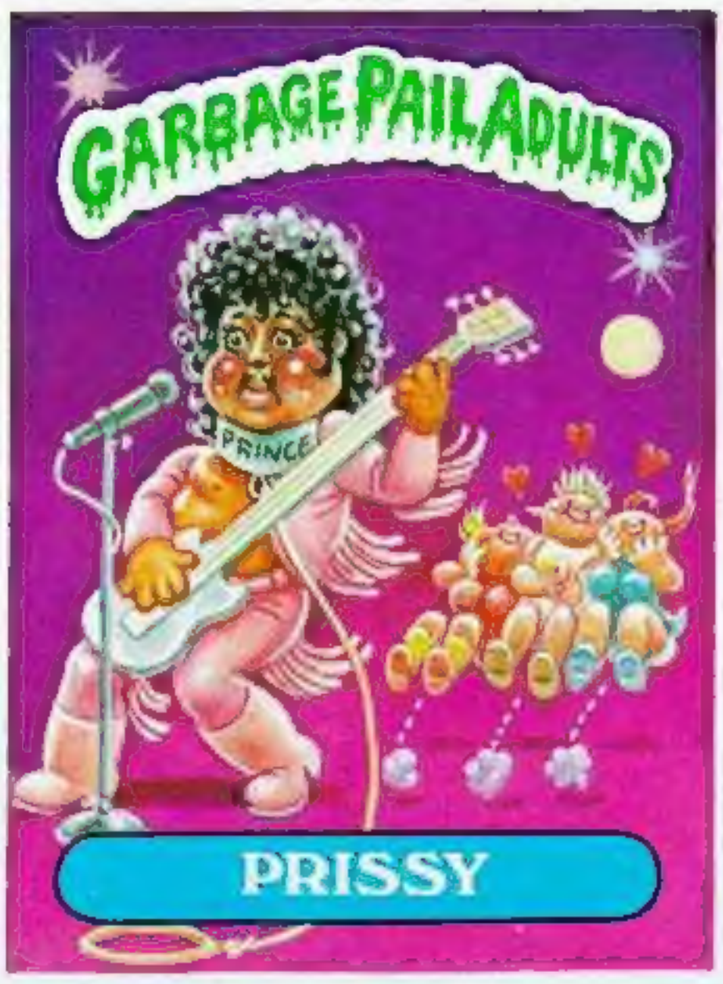
AT A ROCK CONCERT.

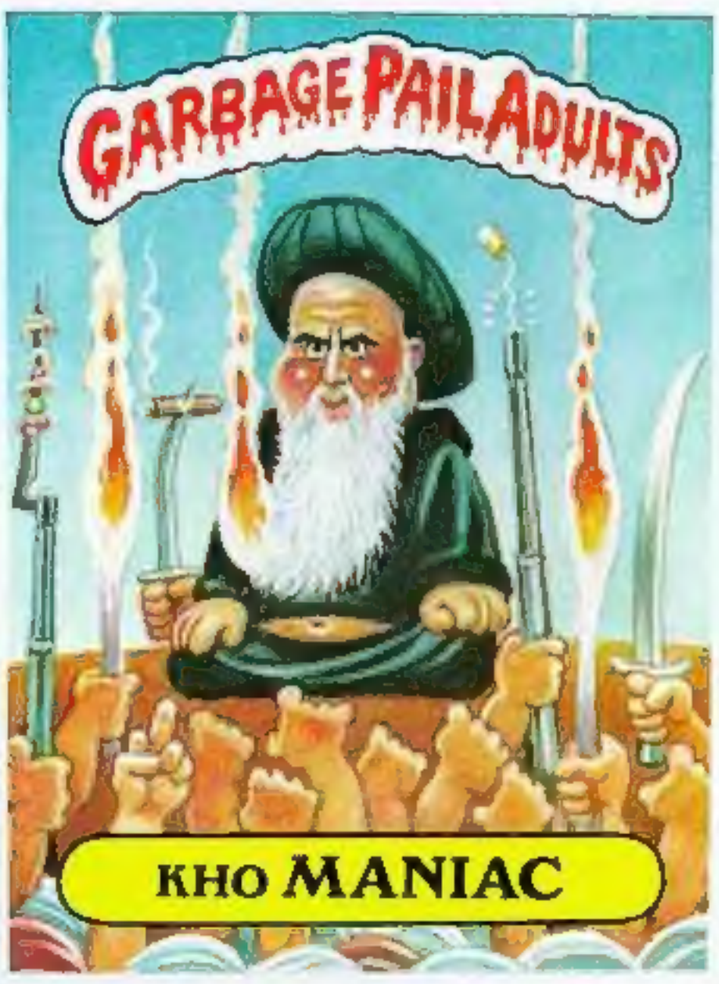
A►◄B

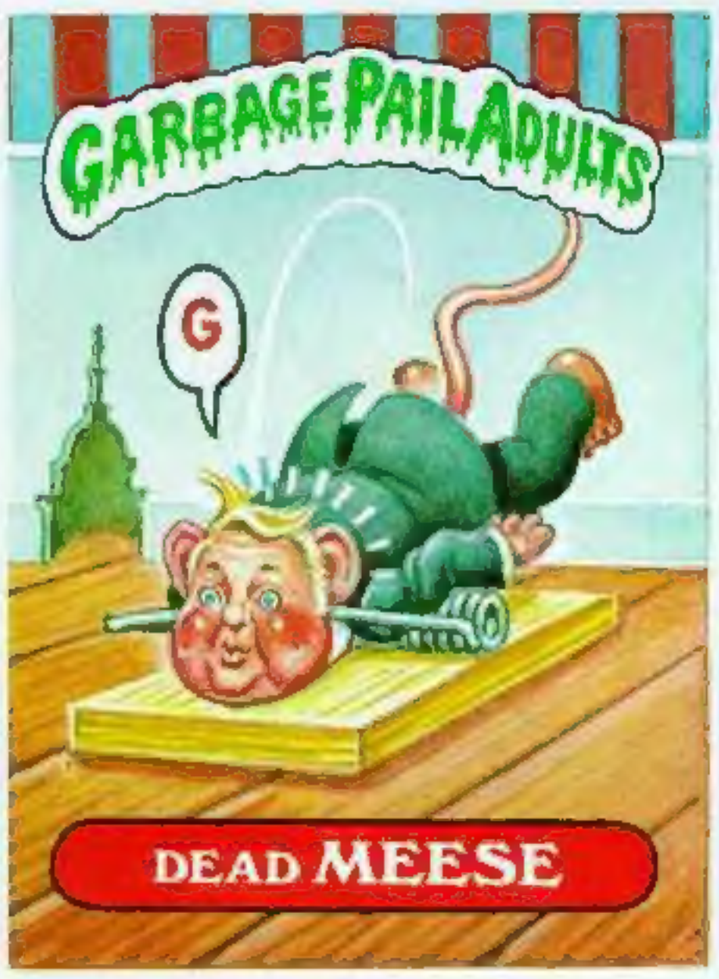
WRITER AND ARTIST:

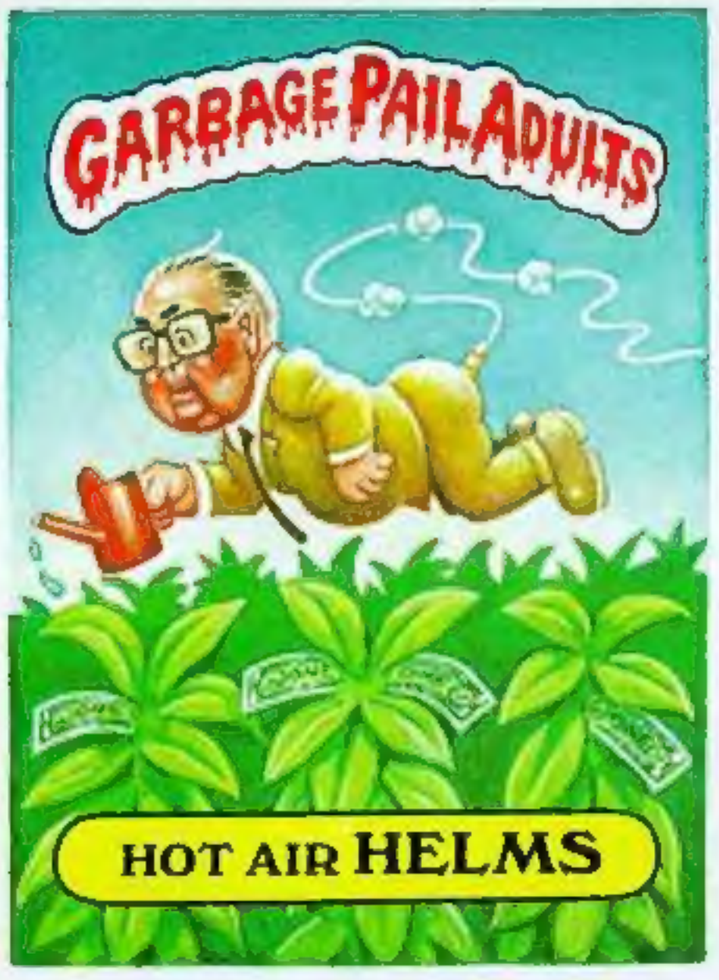
AL JAFFEE

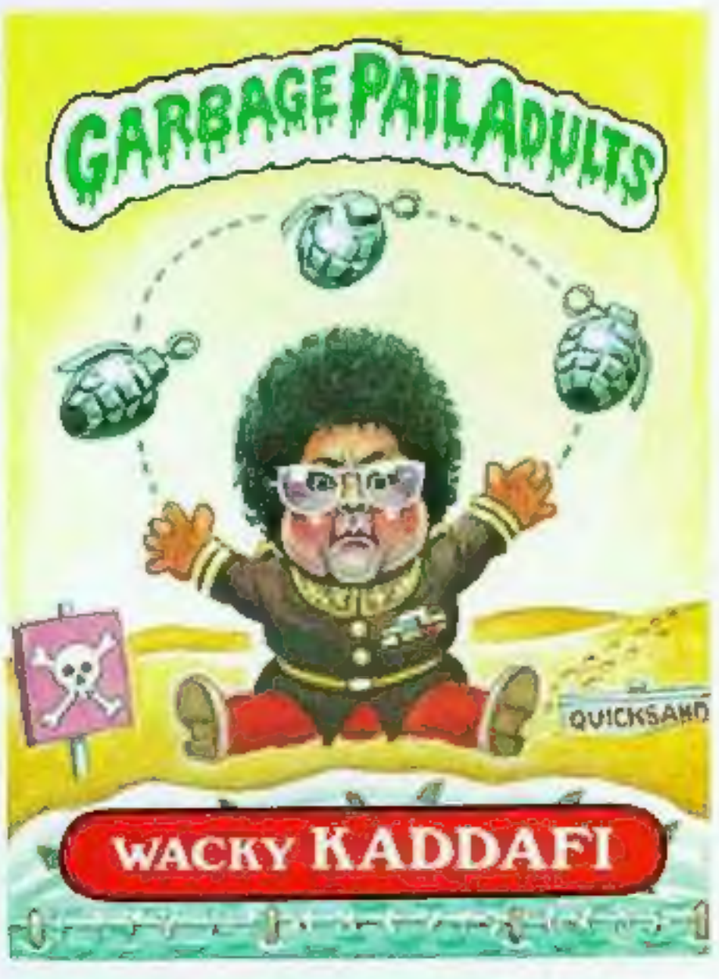

GARBAGE PAIL ADULTS
CONTRACT
GEORGE SLAVE-OWNER

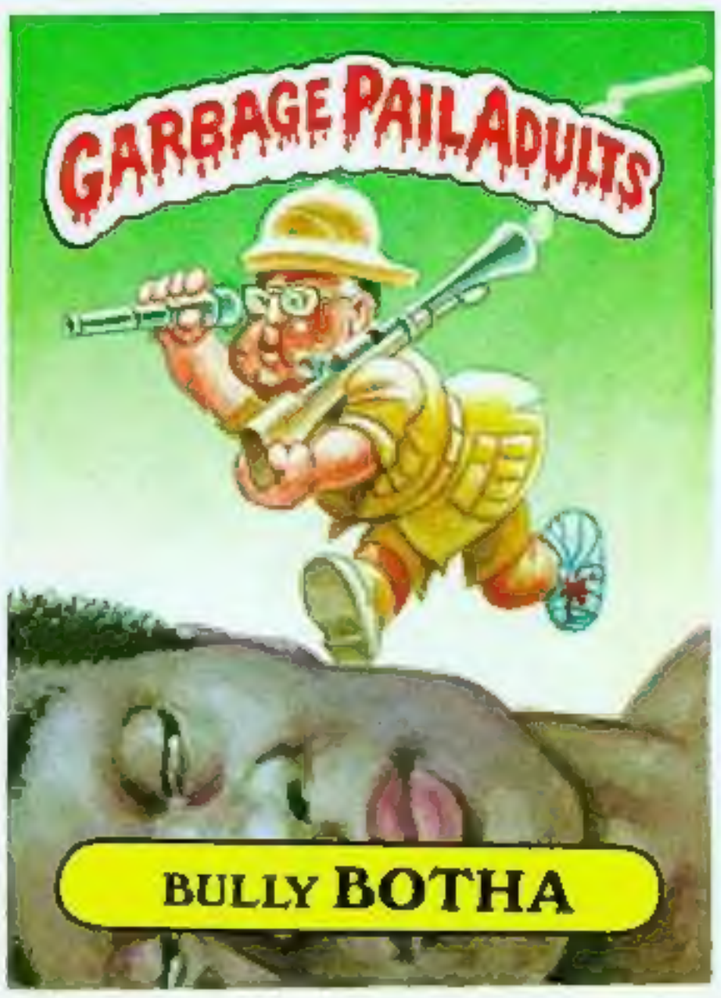

GARBAGE PAIL ADULTS
PRINCE
PRISSY

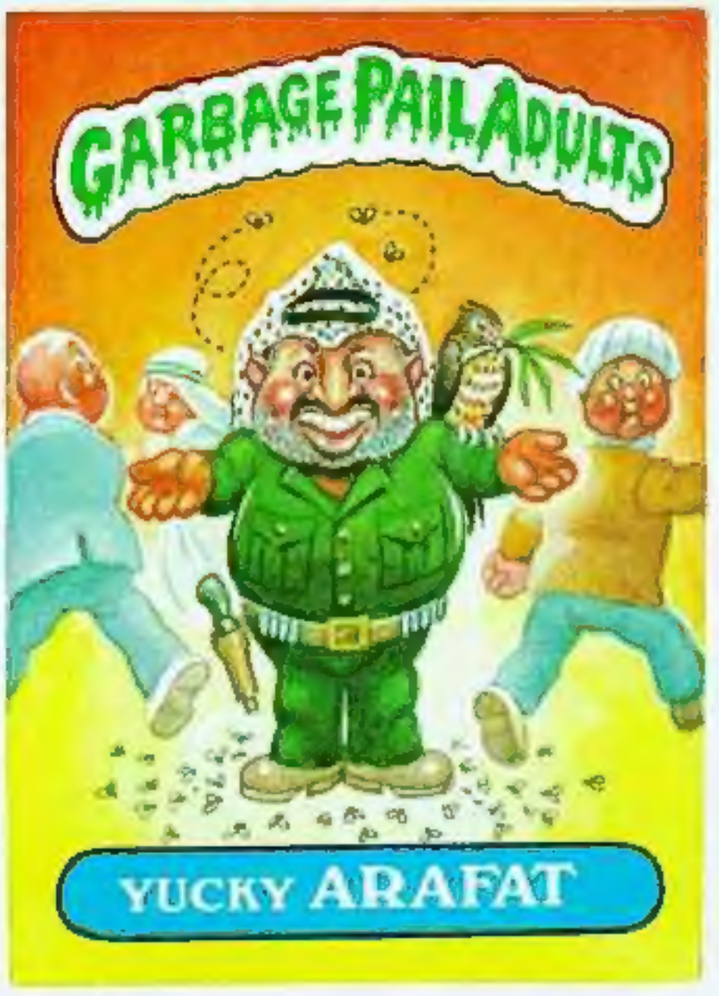

GARBAGE PAIL ADULTS
KHO MANIAC

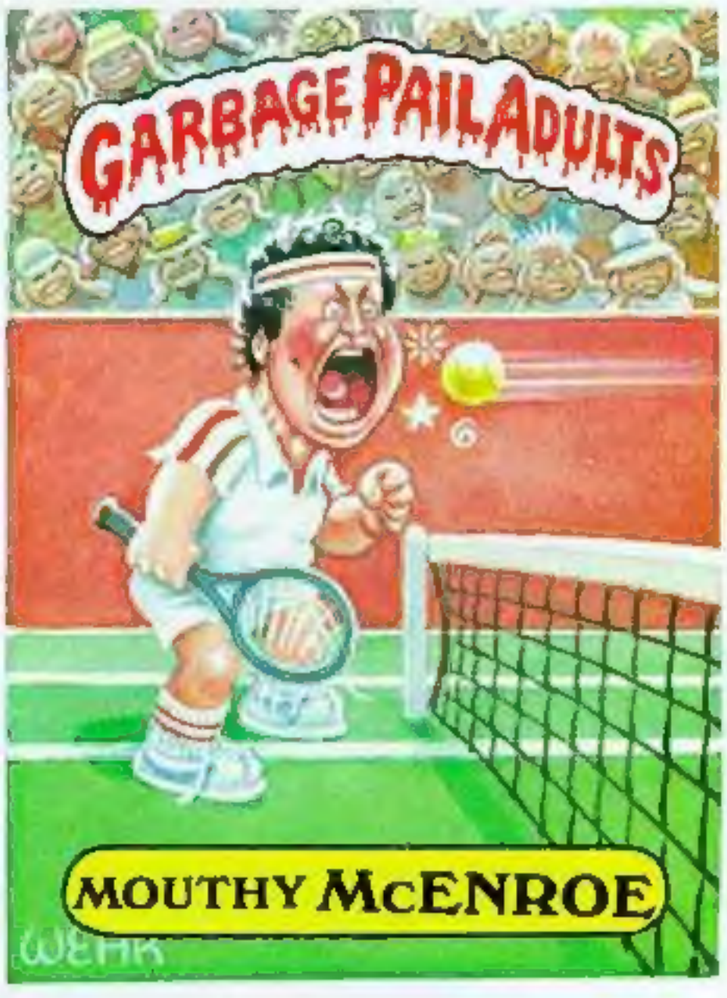

GARBAGE PAIL ADULTS
G
DEAD MEESE


GARBAGE PAIL ADULTS
HOT AIR HELMS


GARBAGE PAIL ADULTS
QUICKSAND
WACKY KADDAFI


GARBAGE PAIL ADULTS
BULLY BOTHA


GARBAGE PAIL ADULTS
YUCKY ARAFAT


GARBAGE PAIL ADULTS
MOUTHY McENROE